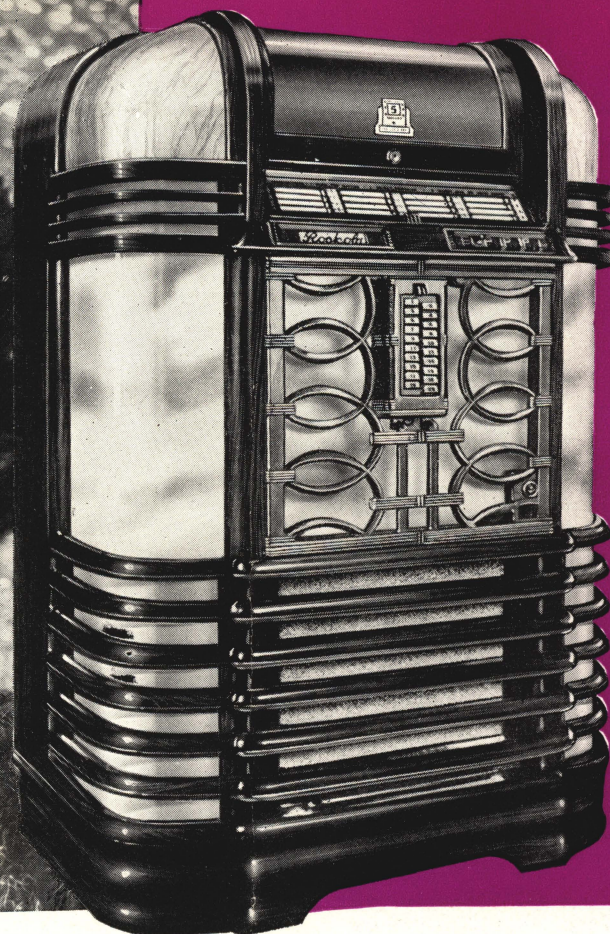




*Peel strips close add*

**THE COIN MACHINE**  
**REVIEW**  
**SEPTEMBER, 1939**

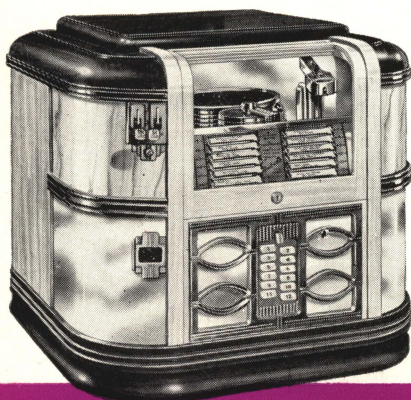




THE APPEAL OF  
*Beauty*  
IS UNIVERSAL

*De Luxe Model*

*3*  
*Luxury*  
*Lightup*  
**MODELS**



*Counter Model*

Rock-Ola's Luxury Lightup has more EYE-APPEAL—and SALES APPEAL than any other phonograph! Operators and locations demand them because people flock to enjoy the gorgeous, sweet-toned Rock-Ola. They like to look at the cabinet—its smooth, interesting design, its greater areas of tinted plastic which permits unusual lightup effects—moving, colored lights that suggest lazy floating clouds. Yet Rock-Ola forever observes the PRIME PURPOSE of the coin-operated phonograph—reproduction of MUSIC—faithfully and brilliantly.

Its sound engineers have produced the finest tone quality in the history of phonographs. Further, Rock-Olas represent efficiency plus—performing STEADILY with little servicing necessary. You can't afford to be satisfied with "good" phonographs; it's so easy to operate the "Best". Call your Rock-Ola distributor and get the Luxury Lightups out working for you.



*Standard Model*



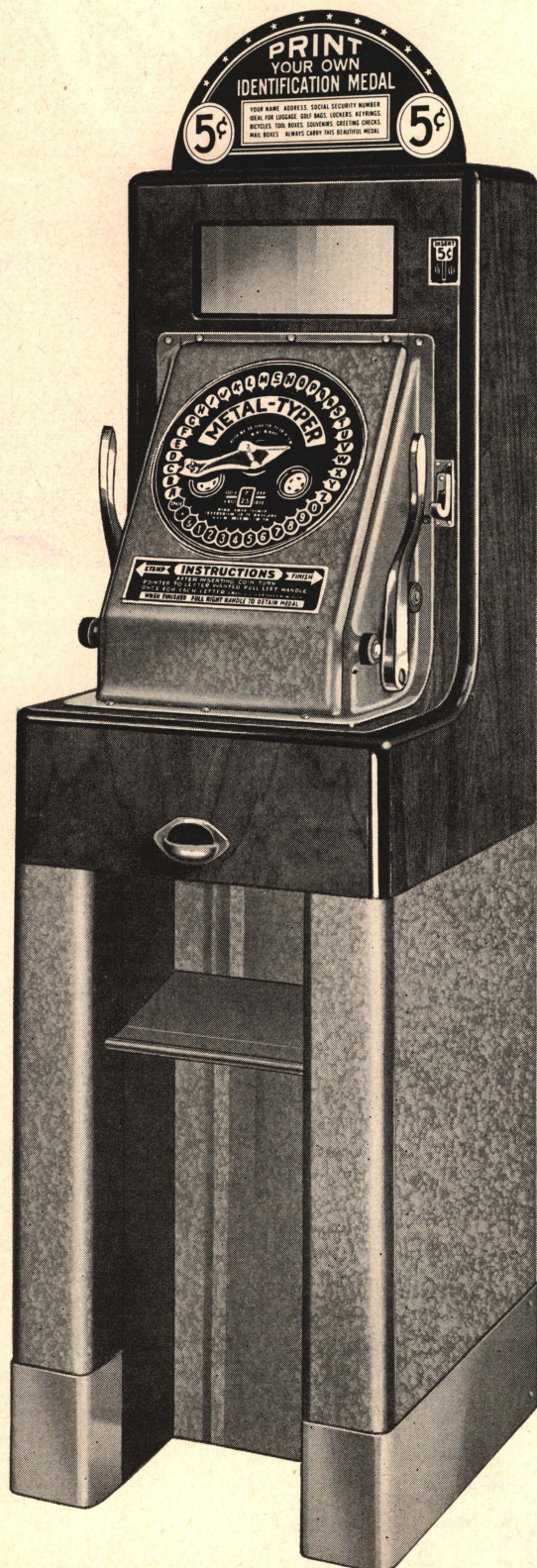
*Rock-ola*

**MANUFACTURING CORP.**  
800 North Kedzie Avenue, Chicago



# METAL TYPER

## An Opportunity For You...



In the operating business, the new trend towards service machines has received a powerful stimulation by introduction of the new METAL TYPER.

It taps entirely new sources of revenue for alert operators.

METAL TYPERS render a definite service to every community by putting within reach of the public a coin-operated device which will emboss up to 32 letters upon a beautiful metal disc which is vended for only five cents.

Every Medal vended is an active salesman for you, because people like to show them to their friends, who in turn become patrons of METAL TYPERS.

Already, METAL TYPERS have proven to their owners that they can earn substantial earnings from the very start, such profits increasing week after week as the machine becomes known in its territory.

An investment in METAL TYPERS will provide a Lifetime Income for you; there is a consistent demand for these useful Medals. At the same time, the quality workmanship built into this METAL TYPER is your guarantee that it will always function correctly and give you trouble-free service year after year.

No other machine in the legal service field could offer you such consistently high earnings over so long a period as METAL TYPER. No wonder that seasoned operators in many territories are making METAL TYPERS the backbone of their operating program, because they can depend on their earnings under all circumstances.

Master Built by

### GROETCHEN TOOL CO.

124 NORTH UNION ST., CHICAGO

**WESTERN DISTRIBUTORS, Inc.**  
3126 Elliott Ave., Seattle, Wash.

**VIKING SPECIALTY CO.**  
530 Golden Gate Ave., San Francisco, Cal.

**MILLS SALES CO., Ltd.**  
1640 18th St., Oakland, Cal.

**3**  
COIN  
MACHINE  
REVIEW





### This Month's **HOT BOX**

5 Buttons (A real novelty game) .....	ea. \$17.00
5 Spokes .....	ea. 13.00
3 Odd Balls .....	ea. 17.00
3 Multi-Races .....	ea. 45.00

## MAN — THESE ARE BUYS!!

ALL RECONDITIONED, SPIC 'N SPAN AND READY TO STEP  
OUT AND GET NICKELS FOR YOU

Alps, free game.....	\$39.50	Hi-lite .....	\$62.50
Airport .....	65.00	Miami .....	50.00
Bubbles, free game.....	42.50	Natural .....	25.00
Box Scores.....	50.00	Ocean Park .....	69.50
Bang .....	75.00	Ragtime .....	27.50
Buckaroo .....	70.00	Rinks .....	35.00
Chubbies .....	55.00	Stop 'N Go.....	40.00
Chevron .....	60.00	Spottem .....	65.00
Fifth Inning.....	55.00	Sky Rockets.....	35.00
Headlines .....	65.00	Toppers .....	72.50
		Up and Up.....	69.50

### ● NEW HITS ●

<b>Genco</b>		<b>Keeney</b>	
<b>MR. CHIPS.....</b>	<b>\$87.50</b>	<b>THRILLER .....</b>	<b>\$87.50</b>
<b>Chi. Coin</b>		<b>Bally</b>	
<b>DUCKY .....</b>	<b>87.50</b>	<b>WHITE SAILS.....</b>	<b>87.50</b>

## LONG BEACH COIN MACHINE EXCHANGE

1628 EAST ANAHEIM

PHONE: 722-64

LONG BEACH, CALIFORNIA

4

COIN  
MACHINE  
REVIEW

## XMAS IS NEAR

and you will want to remember many of your location owners and friends with some attractive, novel, inexpensive gift that properly reflects the regard you hold for them and their co-operation in your operating business.

### THE LITTLE GIFT SHOP

division of the COIN MACHINE REVIEW is ready and able to supply you with just the item you need at just the price you wish to pay in any quantity you desire. Each gift will be delightfully gift wrapped without added charge.

### WRITE

us today the number of gifts you will require and the amount you desire to pay for each and we will submit our suggestions.

ALL MERCHANDISE FULLY GUARANTEED TO PLEASE OR YOUR MONEY REFUNDED. SHIPPED PREPAID AND INSURED.

### LITTLE GIFT SHOP

1115 Venice Blvd. Los Angeles

OWNED AND OPERATED BY  
THE COIN MACHINE REVIEW



## Groetchen Introduces Metal Typer

CHICAGO—Metal Typer is the name of a new service machine now being manufactured by the Groetchen Tool Company. Although the principal of the machine is not exactly new still Groetchen has brought the idea up to date with modern refinements and appointments.

The machine is exactly what its name implies. It cuts letters onto identification discs and vends them. The machine is manually operated and a patron picks the wording desired and controls the complete operation of the device.

Operators have found a machine of this type to be profitable to operate in countless hundreds of different types of locations. The handy discs can be used for any number of purposes such as identification for key chains, baggage, clothing, various items of personal property, remembrance tokens, etc.

The new Groetchen machine is streamlined to the nth degree. Beautifully finished it has a tilted lettering dial for easy visibility, effortless control handle, mirror at average head height, convenience shelf for packages a person might be carrying, etc.

The Metal Typer is far from being a novelty or amusement device. It performs a definite service and therefore is the type of machine that can remain in service for an indefinite period. ♦

← Photo shows patron operating the new Groetchen Metal Typer.

It's hard for a girl to be on the level when she has beautiful curves.



# Coin Machine OPPORTUNITIES

## IV

by HAROLD S. KAHM

*This is number four in the series of articles discussing new coin machine opportunities by Harold S. Kahm, author of the book, "New Business Opportunities for Today."*

1. The lobby of any large first class hotel is usually filled a great deal of the time with men and women who have nothing to do for a period of time except to sit. Some of these are strangers from other cities, bored with endless traveling, endless movies, endless magazines and who have largely given up hope of ever finding life amusing again. Many are local people who are waiting to meet friends. A majority of them, whatever their situation might be, are at the moment *killing time*.

There is no pleasanter way to kill an idle half-hour than by listening to good music, and a considerable proportion of the hundreds of lobby-loungers who daily seek the lounge chairs are music lovers. The lobby is therefore the logical place for a coin-controlled phonograph.

The hotel management, in the case of a first class establishment, particularly, can easily be made to see the advantages of having music in the lobby—especially the light string classics; the type of music that lends a refined, gentle background to a first-class place. The music thus produced is superior to a radio because there are no long periods of announcements and advertisements, or disagreement as to which program should be put on. Moreover, the coin machine will produce an extra cash revenue for the hotel.

The better the hotel, the larger the percentage of high-class music lovers one finds, so that classic music—particularly the popular classics, such as Gilbert & Sullivan—will have as many ardent fans as could be found for a machine specializing in hot swing. Among the best bets are the high-class residential hotels among whose guests are to be found many school teachers, widows and elderly people.

Although there are some hotels that might not be interested in having the machines, the number of prospective locations is so large that it is doubtful if it would require more than a day or two to secure not one but several valuable locations.

2. There are more than twenty successful movie fan magazines being published in the United States, with a combined circulation of many millions. The readers of these publications are chiefly young women each of whom has her favorite stars of both sexes; the male stars she adores and sighs about wistfully; the female she strives desperately to imitate.

There is therefore an opportunity in the lobby of every motion picture theatre in the country to cash in on this prevalent type of hero-worship by means of vending machines selling photographs of the stars. That the demand for such photographs

exists is easily proved by the fact that they are sold in the five-and-ten cent stores. But the supremely logical place to sell them is directly in the lobby of the theatre. The enthused patron, leaving the theatre, has an opportunity to purchase there and then the photos of the handsome heroes and charming women who have, for the last two hours, caused her to palpitate and perhaps swallow her gum. It is, in other words, the psychological moment.

To pursue this advantage to the utmost, it would be advisable to vary the stock each week, or as often as might be necessary, so that the stars whose pictures are on sale are those who appear in the current screen offering.

It is not going too far to envision a chain of ten thousand such machines operating in motion picture theatre lobbies and lounges from coast to coast.

3. Apples are now sold by automatic vendors; a larger machine, selling rubber balls, would find a profitable welcome at the nation's beaches. Playing ball while getting a sun-tan has always been regarded as a very pleasant pastime, but the majority of beaches do not have the balls for sale, and most people either do not own them, or they forget to bring them. Or if they go to the beach by street-car or bus, they do not care to take a ball with them because it is too bulky to be conveniently carried.

A beach ball should be brightly colored, and as large as is practicable for vending machine purposes. The machines may be located in the refreshment stand, locker room, or any other indoor place where it is visible to bathers. An average sized beach with several thousand patrons on a warm day should be good for a substantial sale of balls.

4. Every year millions of greeting cards are sold in every community in the country, and there is no reason why the coin-controlled vending machine should not get its share of the fortunes being spent by the public in this field. The profit in greeting cards averages better than one hundred percent. The demand is so universal that any populous location is a good one. But particularly advantageous is a thickly-settled residential neighborhood. The machines may be located in the lobbies of apartment buildings, grocery stores, dry cleaning places, drug stores (not all drug stores handle their own cards), circulating libraries, restaurants, dry goods stores and the like.

Of course the biggest bulk of business occurs at Christmas, starting in the last part of November and extending until the first of the year, when all the world and his brother buys Christmas cards. After the Christmas rush there is a demand for "thank-you" cards, and New Year greetings. All year round there is a steady sale of Birthday greetings, "get-well" cards, etc. And then, of course, there are the

other important seasons—Easter cards, Mother's Day cards, Father's Day cards, Jewish New Year cards, and others. The stock would of necessity be changed at intervals according to the season.

The opportunities in this field are unlimited, due to the enormous proportions of the greeting card industry and the constant demand for cards of all types. Although vending machines would offer necessarily a limited selection of cards, the consumption is so vast that there are thousands of ready customers in every location who are not too finicky about their choice of cards. Because of the limited variety offered, the cards used should be simple in design and verse.

Even pool rooms offer a good location for the cards, for the boys who hang around are extremely conscious of the need for sending a card home on Mother's Day, or at Christmas, and they are the type who definitely do not like to "go shopping"; it is easier to follow the line of least resistance.

There is, however, almost no type of location that would not lend itself to this plan, whether the lobby of a factory or the lounge of a tea room, for the demand for cards is universal amongst all types of people. Here is an opportunity worthy of serious consideration. ♦

## "Enjoy Yourself Today" Is Advertising Theme

NEWARK, N. J.—As part of a concerted drive to acquaint the public with the enjoyment and benefits of amusement games, the Amusement Board of Trade of New Jersey and the New Jersey Jobbers Association of Coin Electric Ball Games are now carrying on an extensive campaign of advertising and publicity.

One of the initial features of the campaign, under the supervision of a Joint Advertising Committee, is the issuance of large display cards, to be used in street cars, stores and locations. The cards are distributed by the jobbers to their customers and by the members of the Amusement Board of Trade of New Jersey to their locations. A number have also been placed in trolley and bus lines in New Jersey.

LeRoy Stein, manager of the Amusement Board of Trade of New Jersey, states, "We believe it to be in the best interests of the Coin Electric Ball Game Industry to advocate the use of these card cards and similar advertisements by all Coin Electric Ball Game Operators' Associations.

"It is our hope that other Associations will cooperate with us in the printing of these advertisements in tremendous quantities so that the cost of each Association may be materially reduced."

It is expected that these large illustrated cards will be printed and placed in locations throughout the country. The card 11 by 21 inches, and printed in three colors, urges people to "enjoy yourself today," and shows, in an illustration, a marble table with several men and women grouped around it. Copy, similar to that published in newspaper advertisements, tells the story, "Enjoy life—every minute of it. Go places and do things. Take advantage of the great variety of entertainment being offered you by the ingenuity of America's amusement industries. Have fun while you can. Enjoy yourself today! And by enjoying yourself, you'll live a happier, better, fuller life."

Other copy follows with, "Enjoy the movies, enjoy good music, enjoy the theatre, enjoy electric ball games—an economical and relaxing diversion." ♦



Most Operators agree that National Cigarette and Candy Machines are the quality leaders in the merchandise vending field.

\* \* \*

Insure your investment for the future by buying long life

**NATIONAL EQUIPMENT  
NOW**

## NATIONAL CIGARETTE & CANDY

VENDING MACHINES

# E. C. McNeil

Western Factory Representative  
NATIONAL VENDORS, INC.

ST. LOUIS, MO.

Pacific Coast Headquarters  
713 S. Westmoreland  
Phone: FEderal 4055  
LOS ANGELES, CAL.

Branch Office  
1004 East 12th St.  
Phone: TEmpIbar 4841  
OAKLAND, CAL.

### Long Beach

Things are humming in Long Beach with operators picking up new equipment in anticipation of a bumper fall and winter season.

To get in tune to take care of the rush, Mr. and Mrs. Joe Richarme, in company with Mr. and Mrs. Herb McClellan, of Los Angeles, spent Labor Day holidays at Camp Arrowhead and took time out to visit Eddie Seaman, Stuart Metz and Don Pleasant of the S. & A. Novelty Company in San Bernardino. Joe says the Metz baby girl is a darling.

William Stone, National City operator, was in town the first week in September buying new equipment.

Pirates Day celebration at Balboa on September 8, 9 and 10 found Long Beach operators right in the swing of things with long beards, side whiskers, and what have you on their faces.

Ken Willis, Western Products special representative, is now visiting southern California operators and showing the new line of counter games and the famous Baseball machine. Long Beach Coin carries

stock on Western machines. A report from Jack A. Thornton, Yuma operator, praised Baseball to the sky. In the first three days the machine grossed \$25.00 and in the next three took in over \$40.00.

Delivery dates will soon be announced on the "All Electric" console type cigarette machine by the M. Brodie Company. After months of testing on locations, redesigning by competent engineers, taking the bugs out and getting their machine right before it gets into the hands of the operator, "Steve" Brodie now thinks the machine is ready to go out and mop up for cigarette operators. ♦

### H. Z. Vending New Omaha Operators

OMAHA—H. Zorinsky and M. Venger and Sons, well known tobacco jobbers, have joined forces and formed a distributing organization to be known as the H. Z. Vending and Sales, Inc. Offices and display rooms have been established at 103 South 13th street.

The firm expects to be exclusive distributor for the Du Grenier cigarette machines in addition to carrying a full line of amusement and merchandising machines. ♦

### McNeil Opens Offices In Bay District

OAKLAND—E. C. McNeil, western representative for National Vendors, Inc., St. Louis, Mo., announced this month the opening of a branch office at 1004 East 12th Street in Oakland to better serve the merchandise operators of northern California. A complete line of National cigarette and candy machines is on display for the convenience of northern operators.

McNeil states that sales on National equipment have increased so much this year all up and down the Pacific coast that he wants to render every service possible to the many operators who have made the increased volume possible.

Between his travelling de luxe trailer show room with which he has been able to demonstrate National machines to all the operators in the back country, and his offices in Oakland and Los Angeles to handle sales and services in the metropolitan areas, he will come pretty close to rendering one hundred per cent service. ♦

### Livingston Joins Candy Crafters

LANSDOWNE, Pa.—A. S. Livingston, formerly with the American Chiclet Company and Goudey Gum Company and for 25 years actively connected with the automatic vending industry has joined the Candy Crafters organization and is setting up a modern, fully equipped ball gum department which he anticipates will be in full production by September 15th.

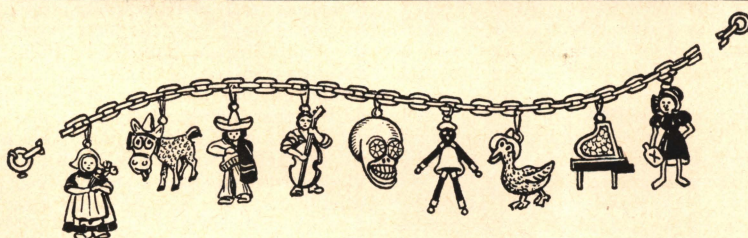
The gum department will include the most up-to-date equipment that can be obtained. It will be housed in a newly acquired building of sanitary, daylight construction, devoted entirely to the requirements of the vending trade. ♦

### Mutoscope Employees Like New Building

LONG ISLAND CITY—"We believe that one of the biggest thrills we ever received since we've been in business, was to see the expressions of happiness on the faces of our many employees when they reported for work the first day at the new Mutoscope Building in Long Island City," commented Earl Winters, salesmanager for the firm, on the opening of the new building.

All departments of the vast Mutoscope plant are now gathered together under one roof. ♦

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COIN  
MACHINE  
REVIEW



## 2 NEW CHARM ASSORTMENTS

### THE TEXAS SPECIAL

175 Pieces, including Charm Bracelet, Jewelry Charms, Large Dice, Large and Small Celluloid Charms, 60 Varieties. NO LEAD OR METAL TOYS. Price, delivered,

**\$1.00**

### THE REVELATION

144 Pieces, including Charm Bracelet, Jewelry Charms, Large Dice, Large and Small Celluloid Charms, 50 Varieties. NO LEAD, NO METAL TOYS. Price, delivered,

**85c**

**M. BRODIE COMPANY**

Long Beach, Cal.   Dallas, Texas   St. Louis, Mo.   Minneapolis, Minn.  
FREE . . . Write for New Style Window Sticker and Catalog . . . FREE



# The Winchester Mystery House

*To Stave Off the Grim Reaper  
Sarah Winchester Spent Three  
Million Dollars Building the  
World's Most Unusual House*

As the first light of dawn began to streak through the fog one morning last winter, a shadowy figure floated out through a door on the upper floor of the old Winchester mansion in San Jose, California.

Tales of ghosts who inhabited the home of the late Sarah Winchester, who spent \$3,000,000 in the 36 years the weird palace was under construction, were revived by the caretakers as they watched the mysterious shadow disappear each dawn.

When a bat was pulled down from one of the upper rooms of the 160-room structure, the "ghost" no longer made its morning appearance—but the easy solution of the one mystery only strengthened beliefs in other unearthly happenings in the place.

Custodian John R. Brown and his wife, who moved into the house in 1923, pooh-poohed the idea that the spirit of its deceased owner, Mrs. Sarah Winchester of the rifle manufacturing family, could cause them any trouble.

They weren't afraid of the floating faces and detached hands a parlor maid declared materialized around Mrs. Winchester before her death on September 5, 1922, at the age of 85.

"But funny things are going on now," Brown said. "I've heard footsteps going through the house at night. I get up and look around and I can't find anything. It's happened time and again.

"Another thing is that the door gets unlatched. Something is unlatching it. One day it happened three times—unlatched from the inside when I was the only person in the house."

The odd mansion is now open to tourists, some of whom wisecrack their way through the place; others, particularly those who visit the house on a dreary day, are decidedly impressed with the eerie atmosphere of the structure.

"Some of the people think they hear voices in her old bedroom," one of the

guides said, "but we just hurry them through."

Reports of Mrs. Winchester's estate estimated her fortune at \$20,000,000, which had shrunk at her death to \$4,000,000, but Brown does not believe any of the vanished money is hidden on the grounds.

Brown said he didn't know of anything around the place that would attract human prowlers.

"She handled her money by checks," he

band's death to start building a spirit palace, according to local tradition, and was told that as long as she kept building, as long as she could hear the sound of hammers pounding, she would remain alive.

The resultant structure, each section of its 160 rooms built at the whim of its owner—is an architectural hybrid spread over six acres.

Outwardly the house has features that might be classed as Roman, Greek, Oriental, New England, and half

a dozen other styles and periods all combined in one mass.

Some have declared that it appears to be something out of the 1890's, whose architecture was marked by its highly ornamented building, attempting to be surrealistic.

Inside, the house offers even more that is far beyond the understanding of any of its visitors.

There is no plan, no fixed arrangement of any sort in the house. In the

center of the second floor is a laundry equipped with about half a dozen stationary tubs, adjoining a suite of drawing rooms.

The tubs themselves have washboards and soap trays molded into the porcelain, of which the tubs are made.

There are 13 bathrooms. Some have glass doors, some have screen doors.

One woman visitor, a guide related, who saw a bathroom door of glass, said, "Our landlady should have those put in. It would save her so much mental anguish."

Window shutters can be opened or closed by turning a crank. Many of the rooms have 13 windows, chandeliers with 13 lights, ceilings with 13 panels. The gas lights can be lighted or turned off by pressing a button.

Guides point out the \$1000 artglass windows, many of them in storerooms, the "goofy stairs," the doors opening against blank walls, and many other odd features.

The 40 stairways, most of them with 13 steps, have individual steps less than three



*The Winchester Mystery House as it stands today at San Jose, California.*

said.

Her will provided for a trust fund for the majority of the beneficiaries only while they live, the residuary estate to revert to the General Hospital Society of Connecticut, which also received a direct bequest of \$750,000.

Her husband, William Wirt Winchester, son of the founder of the Winchester Arms Company, died in Hartford, Conn., in 1886, and she succeeded him as head of that institution.

Mrs. Winchester was instructed by a Boston psychic immediately after her hus-



by

**DAN CAVANAGH**

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REVIEW



inches high. It's difficult to negotiate more than one stair at a time, however, because each stair is so wide. One staircase has 44 steps, makes 10 turns to attain an elevation of 10 feet. In addition to the stairways, there are three elevators.

Some of the 47 fireplaces are without chimneys, other chimneys are not connected with anything. Many of the hundreds of doors with trick knobs open to blank walls, some open into space. Ornamental posts are installed upside down.

There are trapdoors in the floors, secret passageways between the walls. The house has its own heating, lighting, water and sewer system.

One hall has four fireplaces side by side. Several times as many rooms were built and then destroyed as now survive, neighbors said. It took workers three years to lay a parquet floor which was ripped up the day after it was completed.

Guides tell spooky rumors of spirit control, of a seance room where Mrs. Winchester, dressed in ceremonial satin robes, communed with spirits.

Though the whole place just doesn't make sense to visitors, many of the things that mark Mrs. Winchester as an eccentric are explained as sensible by those who knew her well.

"Mrs. Winchester was as sane and clear-headed a woman as I have ever known," R. C. Leib, her attorney for many years, declared after her will was probated.

"She had a better grasp of business and financial affairs than most men. The commonly believed suppositions are all bunk."

Leib said she did not hire a single carpenter after her house was damaged by the 1906 earthquake.

The vast size of her house, he said, was due to her desire to provide accommodations for her many relatives who she



Even paint factory employees get thirsty as this photo discloses. Scene shows a Bally Beverage Vendor on location in the Fuller paint factory in Portland, Oregon.

thought would come to California to visit her.

"Mrs. Winchester secluded herself from people only during the last years of her life," he said, "because she was very sensitive about deformities in her limbs and wished to avoid comment. Before she contracted the ailment she traveled about and mingled in society as any other normal person would."

A plumber who worked for Mrs. Winchester for 30 years, E. F. Wolters, said that building was her hobby, just as others had hobbies of collecting stamps, polo ponies, or first editions.

Mrs. Winchester suffered from neuritis the last ten years or so of her life, Wolters explained, which made it difficult for her to

climb stairs—thus the small steps.

Where doors open into blank walls, he said, she decided to change a room and had the wall built across the other side of a door which was not to be used.

So annoyed was Mrs. Winchester with a newspaper story that told of her rumored belief that she would live as long as she heard the pounding of hammers that she quit building once and didn't resume construction for a year, Wolters said.

Other sources said that a niece, Margaret Marriot, was the only person to share Mrs. Winchester's company, that the eccentric builder hid from most of her servants and often wore a veil.

A news story that appeared in 1908 said that scarcely half a dozen persons had seen her in as many years.

The story is told that President Theodore Roosevelt, who tried to call on her, was not even admitted to the grounds.

Whatever the truth of the stories about her, the house she left behind her stands today as the world's most unusual memorial. ♦

### New Record Set By Gottlieb Grip

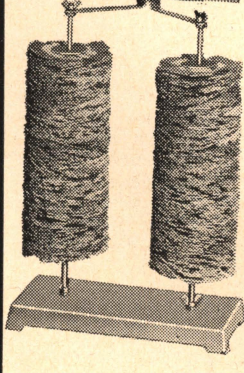
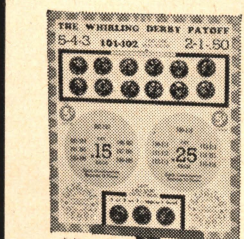
CHICAGO—For the fifth time in its long and highly successful record, Gottlieb's De Luxe 3-Way Grip Scale has been put back into heavy production to supply the demand.

"Almost two years of continuous demand for this machine is a record," declared Dave Gottlieb. "We introduced the machine at the 1938 convention and it has been in production practically ever since. While we've tried to follow our policy of building enough at a time to keep a stock on hand, the continuous demand for the machine has been so large and insistent that it has repeatedly upset our calculations by exhausting our stock faster than we anticipated." ♦

"I used to know a Mr. Brown who was with your firm. I understand he is a tried and trusted employee."

"He was too much trusted, and he will be tried when we catch him."

**NOW! YOU CAN GET SPECIAL  
PRINTED  
COLLECTION BOOKS**  
Low Priced Standard Styles with your  
Name, Address, etc.  
**Baltimore Salesbook Company**  
120 W. 42nd ST. NEW YORK CITY  
Att: Mr. Charles Fleischmann



Trade-mark and Patent  
Applied For.

## OPERATORS — LOOK! "WHIRLING DERBY"

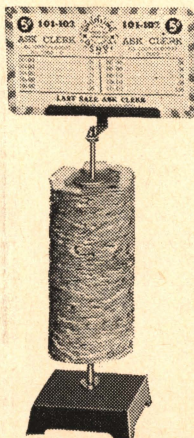
THE ORIGINAL and FIRST SPINDLE DEAL

A New Creation in Coupon Games—Is Compact—Looks Neat—Is Modern—A "Natural" for Operators—Offers Greater Selection of Coupons—Receives a "Welcome" in Every Location—Eliminates Old Bugaboo of Coupon Theft—Yet Contains all Desirable and Popular Features of Jar Game Play.

"Whirling Derby" is available in the same play as jar games with jack pot card or definite pay out. Several new cards have been added to our regular jack pot card line to give you a greater selection of games from which to choose.

Write — Wire — Phone

NOEL'S  
**Gay Games**  
INCORPORATED  
Muncie, Indiana



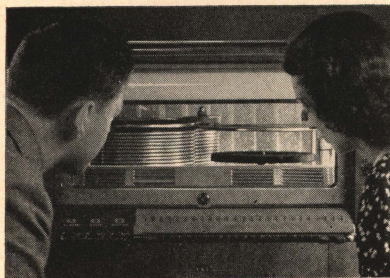




It's a rare occasion when Fisher Brown and his personnel are together in the Dallas offices at one time. But this day the photographer found most of them in and quickly took their picture. Not so long ago, Fisher Brown's organization, Rock-Ola distributor for Texas, moved into spacious new quarters at 2206 South Harwood Street in Dallas.



Grass doesn't grow under Jack Moore's feet and the above photo shows a specially built trailer Jack purchased to tour the west with the Bally Beverage Vendor. Jack is west coast distributor for the Bally line.



It's human nature to want to see the wheels go 'round, and this photo shows an interested couple watching the workings of a Wurlitzer. Ben Sterling, music operator of Moosic, Pennsylvania, snapped this picture to prove the point.



What might the four fingers stand for? It seems to be a mystery unless Dick Dixon of Triangle Music, Cleveland, means four extra records on the Wurlitzer. Others in the photo are, standing: Myron Erb, of Triangle; M. G. Hambergren, of Wurlitzer; Dixon, and E. H. Petering, of Wurlitzer. Seated: Harry Payne, Wurlitzer representative; Russell Coan and Ward Miller, of Triangle.

# Pictorially Speaking



Introducing to the coin machine fraternity a blue ribbon winner at every western dog show ... none other than Patshee Manasa Mauler Brodie, the pride and joy of "Steve" and Mrs. Brodie, of the M. Brodie Company, Long Beach. The dog, a thoroughbred Airedale, gives the Brodies reason to be proud of his ribbon winning ability at all the west coast dog shows. Photo shows "Steve" aiding the dog to "do it right."

9  
COIN  
MACHINE  
REVIEW

Send in your photos for this department. We'll be glad to use them.



OPERATORS ATTENTION—OPERATORS ATTENTION

O  
P  
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R  
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S

Pacific Coast Headquarters

**USED**

## Cigarette Vending Machines

We Buy and Sell All Makes and Models  
Complete Satisfaction Guaranteed

**WRITE OR WIRE  
YOUR REQUIREMENTS**

**P & M SALES CO.**

**156 9th St.**

**San Francisco, California**

OPERATORS ATTENTION—OPERATORS ATTENTION

*In  
New York*

with  
**IRVING SHERMAN**



New York's dog days are about over and maybe the operators aren't glad! Humidity not only plays fast and loose with the human thermostat but it does something to machines too. Operators were kept busy answering frantic service calls. Least bothered were the phono. lads but the marble game and cigarette ops said "enuf's enuf."

The boys in this territory are casting curious eyes at a new number. It is a contrivance that stamps the postage on the mail and then drops the mail into a letter-box. Linden A. Thatcher, Cascon, Connecticut, got the patent on the machine and the Pitney-Bowes Postage Meter Company, Stamford, Connecticut, has taken over the patent rights to manufacture the machine.

Jimmy Hicks, formerly of the Automatic Merchandisers' Association and East Coast Phonograph Distributors, has moved to Modern Vending.

Now that Bobby Blessing of Automatic Phonograph Merchandisers is back from her vacation, maybe the boys will get into step again. Bob brought back ten extra pounds and some nice tall fish stories. We'll try to pick up the picture she has of herself in a bathing suit some of these days when the wife isn't around.

Vahey and Tiernan are new members of the APMA. Another rookie is William H. Stuvenger who operates phonographs in the Bronx.

An epidemic of phonograph robberies in the Bronx and Manhattan is believed to have been solved by the arrest of a gang of eighteen youths. A number of the boys are under sixteen.

Florence Hoffman of East Coast Distributors, is off on her vacation at last.

Don't look now but that was Jack Rubin who just passed minus an appendix. Jack succumbed to the way of all flesh in a recent maneuver that saw his veriform addenda snipped as clean as the old man's

trousers after ma finished her Saturday night snitching.

October 15 is the tentative date for the next APMA blowout. If last year's jamboree is any indication as to what is in store for the operators and their friends this year we feel certain it would be smart to underline the date and accept no other engagements.

A surprising number of operators have made South America their vacationing spot this year. Bill Auburn, Charlie Engleman and others have chosen the latin republics to while away the hours. The report is that money is easier down there and life moves at a much slower pace. As for the coin machine angle our guess is that you can play a few games down there without having it worry if they're legal or not.

September 12th has been set aside as the date to definitely launch the fall season. The Cigarette Merchandisers slated their first fall meeting for that date after suspending summer meetings. New ideas in marble machines are promised and all in all prospects look bright for a prosperous fall season.

\* \* \*

Husband—"You have bought the \$10 hat when I like the \$5 one better."

Wife—Yes, dear, but just to please you I bought the \$5 one as well."

\* \* \*

"I suttinly hopes I'se sick," groaned Rastus. "I'd sho' hate to feel lak dis when I'se well."

## Western Vending Machine

### Operators Association

President—J. H. SCOTT, 1928 Montrose, Los Angeles, Flitzroy 5369; Vice-President—F. W. STRAW; Secretary—J. C. SMUCK, 201 South Witmer; Treasurer—CLAUDE HUIZING.

Due to summer vacations and warm weather the attendance at the meeting of August 22nd was not as large as always but the old standbys were there as usual. Several matters of importance to all operators were discussed.

President Scott announced that with the September meeting the officers were to make a drive for more members. It is contemplated that the Los Angeles tax matter will come to a head soon and it is desired that all operators join the association and lend their support so that the officers of the association may speak with authority for the vending operators of this section of the state.

We all realize, of course, that the larger the membership of the association the more weight will be carried by our representatives when they appear before the City Council and the Tax Committee. This tax question must be settled soon. All of the members agree that it is not good policy to permit the matter of taxation to remain in abeyance. It should be settled on a fair and equitable basis. Most operators are more than willing to be taxed in a fair manner . . . a manner based on the volume of business, the number of machines, investment, etc. A flat rate on all types of machines does not appear to be the right solution. It should be based on the ability to pay and not be confiscatory.

If you have an interest in what you should pay as tax to operate vending machines, you should be a member of this association which is fighting your battle for you. All non-members should immediately show their interest by attending association meetings and becoming members. **THIS MEANS EVERYONE.**

For the fall program of meetings the officers are arranging some good entertainment. The business part of the meeting will be short and snappy. There will be some form of entertainment, or speakers, at each meeting. If you have any suggestions as to what you would like to have don't hesitate to let Scotty know about it.

Let's go into the Fall Season with a determination to support the association, attend the meetings and to put a shoulder to the wheel in solving some of our problems.

J. C. Smuck.

**10**  
COIN  
MACHINE  
REVIEW

### ANOTHER HIT BY GLOBE!



● That's what dealers everywhere are saying about Globe's new Baseball Board. Printed in 8 gorgeous shades for unusual flash, it's a Big-League attraction. A sure winner on any counter! Board takes in 2600 holes at 5c or \$130.00 Pays out (average) \$74.75 Average Profit \$55.25 Baseball symbol tickets. Semi-thick board. Celluloid protection over jackpots.

Write for our new Folder on latest Money Boards.

**GLOBE PRINTING COMPANY**  
1023-27 RACE STREET · PHILA., PA.





# 6 POINT INCOME INSURANCE

And a life-time income too! Free from the ups and downs of ordinary operating!

1. SURPRISINGLY LOW COST
2. EASY TIME PAYMENTS
3. EASY INSTALLATION (no plumbing)
4. TROUBLE-PROOF MECHANISM
5. SUBSTANTIAL PROFITS
6. REPEAT BUSINESS insured by delicious, fully carbonated, properly chilled beverage produced by Exclusive Bally Method.

Write today for complete information on the sweetest operating deal in history.

**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE CHICAGO, ILLINOIS



11  
COIN  
MACHINE  
REVIEW

## Bally BEVERAGE VENDER

### Amusement Board of Trade of New Jersey, Inc.

Offices: 1142 Broad Street, Newark, N. J.  
President—MORRIS PRINCE; Vice-President—  
HARRY RADLER; Treasurer—NATHAN MARKS;  
Executive Secretary—LEROY STEIN.

NEWARK, N. J.—Members of the Amusement Board of Trade of New Jersey, Incorporated, adopted the proposed Constitution, By-Laws and Code of Fair Trade Practices when they held their monthly meeting on August 3.

It was the third and final reading of the proposals and members heartily favored their adoption at this time. In order that the new regulations will not work a hardship on members, it was agreed that certain rules would become effective at once and

that others would be placed in operation at future dates.

By the beginning of the fiscal year, January 1, 1940, all members will be expected to observe all the new rules and regulations, according to officers of the Association. It is believed that the new regulations will help to stabilize the coin electric ball game business within the jurisdiction of the Association.

A joint committee meeting was held August 8 when appointed representatives of the Amusement Board of Trade of New Jersey, Incorporated, and the New Jersey Jobbers Association met to discuss problems of the jobber and the operator.

It was the opinion of the joint committee that the cooperative advertising campaign now being carried on has been an unprecedented success in the history of the business in the State of New Jersey. Other ad-

vertising literature was discussed at the conference.

Frank Russo, of the R. and Y. Distributing Company, was unanimously elected as a member of the Board of Governors to complete a full Board.

Stewart A. Stone, field agent, working under the supervision of LeRoy Stein, new executive secretary, has completed the first of a series of surveys being made for the service of new locations for the membership.

Miss Estelle L. Barish has been approved as private secretary to the executive secretary by the Board of Governors.

The first Association outing was held on August 4. It was a moonlight sailing party, given in honor of Meyer C. Ellenstein, mayor of the city of Newark, who is a personal friend of LeRoy Stein and several members of the Association. ♦

### SUPREME BRASS CHECKS are Highest Quality-Priced Right

for PIN  
GAMES

	1c	5c	10c	25c
5000.....	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000.....	4.75	5.50	4.75	7.00
500.....	3.00	3.50	3.00	4.50

Nickel plated checks add \$1.00 per M to above prices.

Terms—One-third Cash—Balance C.O.D.

**SUPREME PRODUCTS CO.**  
333 N. Michigan Ave., Chicago, Ill.



No Cash  
Value  
Solid or  
with Holes

Guest—"I say, sir, do you run a bus between your hotel and the station?"

Manager—"Why, no, sir."

Guest—"That's odd. I distinctly understood from my friends that you'd get me coming and going."

### COLLECTION BOOKS For Coin Machine Operators

Circular illustrating forms for every practical purpose mailed on request.

**Baltimore Salesbook Company**  
120 W. 42nd ST. NEW YORK CITY  
Att: Mr. Charles Fleischmann





## Heart of America

by  
B. K. ANDERSON

KANSAS CITY, MO.—Vacations, several big turnovers in automatic music and new tax situations headline the late summer newsfront in this vicinity.

Automatic music again makes the biggest news with Central Distributing Company as its focal point. According to Tim Crummett, co-owner of Central, a new branch of this operating-distributing firm has been opened in Wichita, Kansas.

This new branch, Crummett says, will not enter the operating phase of the business in this Kansas area but will confine its activities entirely to the sale and distribution of Wurlitzer Phonographs.

The Wichita office will have Ralph Mason, brother of R. F. Mason, as its resident manager, at 607 West Douglas.

According to Crummett, the reason for this expansion can be laid directly at the door of good business. "1939 is going to be our biggest year," he said. "It wouldn't surprise me if we do \$200,000 worth of business this year."

Among the larger transactions in automatic music during the last month he reports the sales of large blocks of fifty or more machines both to the Imperial Music Company, Kansas City, and Art Myers of Chillicothe, Mo.

Another reportedly "big deal" between Central and Norman Stevens, who headquarters at Sedalia, Mo., was also announced. Again the equipment involved was automatic music.

In summing up the vast importance mu-

## BRASS CHECKS for PIN GAMES

	1c	5c	10c	25c
5000.....	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000.....	4.75	5.50	4.75	7.00
500.....	3.00	3.50	3.00	4.50

Nickle plated checks add \$1.00 per M to above prices.

Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

**NO CASH VALUE—SOLID OR WITH HOLES**



sic operation has assumed in the Heart of America picture, Crummett said: "We pioneered big scale music distribution and operation in this area in 1934. We tried more or less unsuccessfully for several years to interest other operators in this phase of the business. Strange as it seems their objection at first was the stability of phonograph operation.

"In the past two years music has made its greatest advances locally, which points to a strengthening of the entire operating picture. It means that operators no longer expect the first month's profits to pay for the machine. They are willing now to take a fair year-in-and-year-out profit, free from the uncertainty of other lines even if it means a larger initial outlay for equipment. Numerous recent sales of job lots of automatic music machines means that this type of operation intends to keep the gains it has made."

On the tax front the Kansas State Sales Tax mills have given way to a scale in which purchases in small amounts are not taxable. The mills have faded from the picture, the smallest amount of the tax now collectible being one cent. This action lifts a load particularly from the operators of cigarette vendors in the "Sunflower State."

The Missouri Sales Tax is giving coin machine distributors in this area no end of trouble. According to legal advice advanced at the time this measure was adopted, distributors were not required to collect the tax because they sold to operators in a transaction that was then considered entirely a wholesale deal. So in most cases no tax was collected.

Now, it seems, the State has decided differently and has set out to collect the tax. Several distributors have been required to pay tax made on certain sales since 1936 and representatives of the sales tax office are now going over the sales books of other coin machine distributors.

It is expected that the sales tax of two per cent will be collected on most sales in the future.

Vacation time is still in full swing. Manager Carl Hoelzel of United Amusement Company has just returned from an extensive trip through the Rocky Mountain Park region.

Ivan Nelson has embarked on a motor trip that will take him to Minneapolis, Boston and the World's Fair. He is accompanied by Mrs. Nelson.

Finlay Mason's wires to his home office from Rocky Mountain points awake envy daily in the eyes of Central's employees.

Tim Crummett reads his partner's wires and speaks with enthusiasm of a winter vacation on the Florida Coast, which he intends to take.

We hear that Frank Schrogl is in Joplin, Mo., which city borders the Ozark Resort area, and that Johnnie Johns is out of town, and that A. E. Sandhaus of Colonial Sales Company is just going or just coming from a trip down South, and so it goes. ♦

## Industry Attends Bally Picnic

CHICAGO—Although billed as the Bally Employees' Annual Picnic, the outing at John's Grove, Roosevelt Road and Route 59, August 12th, resembled a general conclave of the coin-clan, for in addition to several hundred Bally factory and office employees, scores of prominent coin-machine men and suppliers attended.

The first picnic bus, departing from the Bally Mfg. Company plant, arrived at the Grove about 9 a.m., and thereafter crowds continued to arrive by bus and private automobile for a day and prolonged evening of old-time picnic fun. Highlight of the day was a baseball game, married men vs. single men, which ended in the tenth inning with a score of 9-8 in favor of the bachelors. Following this and an exciting horseshoe pitching contest, the field was given over to a variety of races and athletic events ranging from the sprint for children under five years of age to the women's tug-of-war and climaxed by a greased pig chase. Dancing under the stars continued until a late hour. ♦

12  
COIN  
MACHINE  
REVIEW

## TIMING DEVICES

Electrical or Mechanical

For every coin machine need.  
We supply leading manufacturers.

**ELLMAN & ZUCKERMAN**  
119 S. Jefferson St. Chicago, Ill.

## Big Profits

### 3 Bar Jackpot (F-5240)

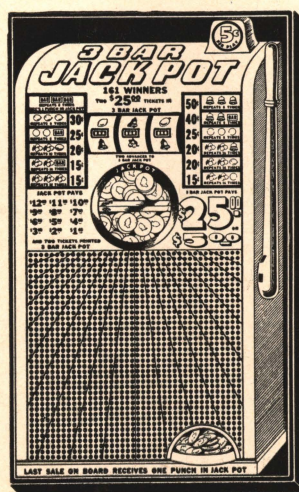
**BRINGS THE PROFITS**

Takes \$82.00 Average Payout \$48.69

Average Profit \$33.31

A FLASHY BOARD with tickets bearing symbols printed in seven colors.

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PRICE \$2.16

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NEW LAW DEMANDS THAT YOUR EMPLOYEES—full or part time — BE COVERED WITH WORKMEN'S COMPENSATION INSURANCE. Failure to do so is a misdemeanor and liable to a mandatory fine of \$300.00. INVESTIGATE TODAY BEFORE IT IS TOO LATE. Send for FREE COPY of the Law and possible savings through our plan.

Inc. 1929

## Zeigler Insurance Agency, Inc.

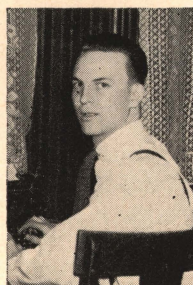
417 South Hill St.

Michigan 0961

Los Angeles, Calif.

### In St. Louis

with  
ROBERT LATIMER



The injection of new life into phonograph operator's "take" is being credited by many coinmen in this territory to widespread installation of automatic wall boxes and speakers in "slow" locations which are not quite up to supporting a new phonograph. Some of these have made their appearance in semi-rural locations outside the Missouri metropolis, and are giving many operators a new selling handle for locations which could not formerly be touched.

Carl Trippe, president of the Ideal Novelty Company, has returned from a two week's trip to the World's Fair in New York City. He was accompanied by Mrs. Trippe, and visited Pittsburgh and Columbus, Ohio enroute. Carl reports that he was fascinated by the resemblance of many World's Fair buildings to phonograph cabinet designs, and may work something of the same design into the products of the Modern Cabinet Company, purchased by Ideal in July.

St. Louis cigarette-machine vendors are grinning and bearing it under the strain of the new merchandising situation enforced by the passage of an additional two-cent tax per pack on all cigarettes sold inside the city limits. Because vending machines are continuing to sell at fifteen cents straight for all popular brands, whereas retail establishments are generally selling these brands at seventeen cents, volume has been recorded up 35% in every machine in the city, and in some cases is running 200% better than prior to passage of the tax. "Of course we like the additional business" Max Schlectmann, prominent

straight-cigarette operator said "But most of us can't call our routes our own any more. One spot, for example, which only needed once-a-week service before now has to be visited daily, and the customers complain to the management if we aren't out hopping after empty compartments." Another source of grief which came with the tax is the difficulty of handling ten-cent brands. Three pennies must be placed in the cellophane jacket of each ten-cent pack in order to use the machine successfully, necessitating the hiring of extra employees to place the pennies in position. Cigarette merchandisers met during August and agreed to curtail free matches as an economy step, charging the location owner the wholesale prices on all matches dispensed through their machines.

Amusement machine operators are congratulating Jack Rose, formerly of the Union Novelty Company, upon his appointment to route manager for the Ideal Novelty Company. Jack's new job will require him to use his merchandising talents in stepping up revenue from coin machine routes over all St. Louis, one of the largest tasks he has ever been handed.

Vacations called a huge percentage of the membership of The Missouri Amusement Machine Operators' Association away during late July and August. Joe Morris of the J. S. Morris Novelty Company wrote the association's officers from California, where he is renewing old time acquaintances with West Coast ops. George Chaffee, Bally and vendor operator, visited New Orleans, Beaumont, Texas and Oklahoma during August, covering 2600 miles of "wandering" as he puts it.

Lorraine Brennan, St. Louis "college girl" operator, is awaiting reopening of university terms at Washington University anxiously, for her music string focused around the campus of two colleges is putting her through as a future teacher. The Brennan family, Patricia, Lorraine and Jay, have a unique position in the local industry, each specialists in picking hot music for the highly specialized collegiate market.

Operator-members of the East St. Louis Amusement Machine Operators' Associa-

tion will hold an all-day picnic at Westlake Park around Labor Day, the date as yet unnamed. Since establishment of new rate schedules and route management in the southern and western Illinois territory became a reality, business has been steadily improving, according to Hardy Schneider, president of the East St. Louis music operators' group.

Two new members, the McCall Novelty Company and the Manchester Sales Company, were welcomed into the St. Louis Phonograph Owners' Association by Martin Balensiefer, executive secretary, at a recent meeting of that group at the Statler Hotel. The association is now running in excellent shape, Balensiefer reported, and has resulted in a tightly-knit unit of phonograph men covering all of the city and its suburbs. E. C. Steffens, president of the International Association of Automatic Electric Phonograph Owners, visited Balensiefer August 8 and 9, and met some of the industry's most prominent men.

Prosperity in the form of new automobiles is being shown by Wilbur Bye, Wurlitzer's new St. Louis regional representative, with a new Buick, and George Ogilvy, president of the National Amusement Company, with a new Chevrolet.

### Ops to Attend St. Louis Fair

ST. LOUIS (RC)—St. Louis ops will attend in force for the annual St. Louis County Fair and Sports exposition to be held shortly at Westlake Park, west of the city. Features of the fair, which will include special concessions introduced by Carl Trippe of the Ideal Novelty Company, will be a bathing beauty contest, with \$100 in prizes, a state-wide dog exposition and contest, and parachute jumping.

### MAILING LISTS

Newly compiled lists of OPERATORS. Worth many times more than we ask.

1,500 Texas Operators .....	\$10.00
298 California Operators .....	2.00
154 Tennessee Operators .....	1.00
92 Louisiana Operators .....	1.00
108 Oklahoma Operators .....	1.00
112 Florida Operators .....	1.00
185 Mississippi Operators .....	1.25
102 Georgia Operators .....	1.00
171 Arkansas Operators .....	1.25
273 Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana .....	1.75
292 Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C. ....	2.00
130 Kentucky Operators .....	1.00
200 Missouri Operators .....	2.00

The above States total 3,617 names. This entire list may be had for \$17.50. Send remittance with your orders. Lists mailed within 48 hours after orders received. Also Eastern lists may be had.

### SUPREME PRODUCTS CO.

333 N. Michigan Ave.

Chicago, Ill.

### NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



W. W. WILCOX MFG. CO. CHICAGO

Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size 3 1/4" x 2 1/2". Can have any lettering or numbering on plate within reason.

50 @ 7c	each	—	Total \$ 3.50
100 @ 5c	each	—	Total 5.00
250 @ 4c	each	—	Total 10.00
500 @ 3 1/2c	each	—	Total 17.50

Write for Circular on  
BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.

564 W. Randolph St., Chicago, Ill.

13  
COIN  
MACHINE  
REVIEW



## Douglis Praises Daval's Zenith

CHICAGO—According to A. S. Douglis, president of the Daval Manufacturing Company, "Zenith is the best game in a decade. This new 5-ball novelty game, now in quantity production at the Daval factory, has even more appeal than Odd Ball."

In elaboration on his description of Zenith, Douglis states, "I don't think there is a man in the industry who doesn't have pleasant remembrances of the famous Odd Ball game which set profit records that haven't been beaten yet. In Zenith we give operators the feature that made Odd Ball an all-time champion—the extra sixth ball which the player must try to earn by shooting for a high score."

"However, in Zenith the player uses his odd ball to pile up awards by endeavoring to hit five bumpers which light up when the odd ball is released. Every time one of these bumpers is hit with the odd ball more skill points, or free games, are added to the player's winnings."

"Besides the chance to earn big awards with the odd ball, the player may also win high-score intermediate awards, with the possibility of winning with both high scores and the odd ball to urge him on."

Zenith is streamlined, and has plenty of action, with enough suspense to make the player want to play many times, Douglis states. It is mechanically perfect and has everything that the modern novelty game needs.

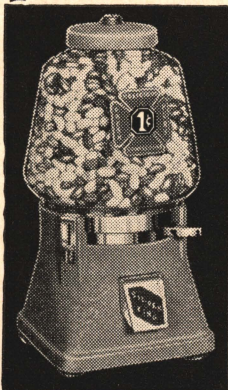
\* \* \*

"Mama, may I go out to play?"

"What! With those holes in your pants?"

"No, with the girl next door."

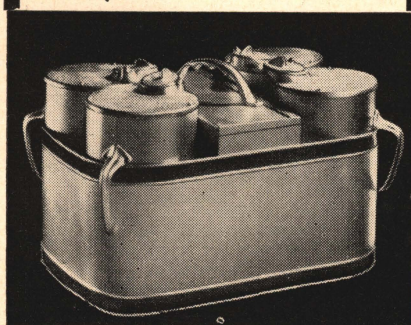
## Watch Out



Many copies of the Original, Genuine "Silver King" will appear shortly. DON'T BE MISLED... Insist on the genuine quality "King of Vendors"

Pal

NEW FILLER and SERVICE KIT



FREE New Cat. & Op. Instructions  
**AUTOMATIC GAMES**  
2425 FULLERTON AVE. CHICAGO

**Attention . . . . . VENDING MACHINE OPERATORS**  
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW  
**PEANUT-SHAPED CHEWING GUM**  
*Will vend in any peanut vending machine*  
*A fast seller—people buy it because they like it*  
**U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN**



The Portland office staff of Jack R. Moore start Monte Bose on his way on a trailer tour of the west as special field representative for the Bally Beverage Vendor.

## Bose Leaves on Trailer Tour

PORTLAND, Ore.—Monte Bose, special field representative for Bally Beverage Vendor, left the last of August on a trailer-tour of the western states. With a Beverage Vendor in his trailer, Bose plans to demonstrate the machine to operators throughout the far west.

"A demonstration of this remarkable machine," Bose stated, "together with the fine reports received from operators already in the automatic thirst-quenching business, never fails to arouse enthusiasm. No operator can watch the slick operation of the Bally Beverage Vendor and see how quickly and conveniently it serves cold carbonated drinks without seeing the limitless opportunity for profits in the automatic bulk beverage vending field. And when I open the doors and display the incredibly simple mechanism, the operator can see that the machine is designed and built to make operating easy. We've got the machine, the American public insures the market, and the cheerful red cabinet of the Vendor will be looming up in hundreds of locations throughout the west."

Bose will tour the states of Washington, Idaho, Nevada, and, during the winter months, Arizona and southern California. Jack R. Moore, west coast distributor of Bally Beverage Vendors, is sponsoring Bose's trailer tour and is reported to have already arranged volume shipments of vendors for operations developed by him.

## New Solenoid Catalog Issue by Davis

CHICAGO—A new catalog featuring custom-built Solenoids, Coils and Transformers has been issued by the Dean W. Davis & Company, Inc., of Chicago. Graphs giving technical information, plus illustrations of some of the many applications of solenoids to modern machines are included.

Copies of the catalog may be obtained by writing THE REVIEW.

## Association Suspends Summer Meetings

ST. LOUIS (RC) — Discontinuance of the regular monthly meetings of the Missouri Amusement Machine Operators' Association was voted at the recent meeting held at the Melbourne Hotel by all members. Reasons given were the slack attendance due to vacation absence of almost half the membership, and hot weather inactivity. Regular meetings will probably begin again in October, Louis Morris, president, said. The final summer meeting showed the association up to full strength from every angle, David Monahan, secretary-treasurer, said, with all dues paid in, and the association fund well up to par.

A new city tax on all coin-operated merchandise devices and amusement machines went into effect July 1, giving local operators quite a scare upon its announcement. The problem of paying an extra two dollars on all novelty games and automatic phonographs, two dollars on five-cent vendors, and fifty cents a year on one-cent merchandise vendors was decided amicably by allowing all operators to trade in their former licenses with the addition of one dollar for the new permit—thus crediting the six months the earlier 1939 licenses had to run.

An unusually large bracket of speakers was on hand for the final meeting. They included Dewey Godfrey, legal counsellor for the association; Abe Jeffers, Dick Westbrook, Carl Trippe, Al Miller, Lee Turner, George Ogilvy, William Illig, Dan Lansbaum, Mickey Selzer, George Lebrock, and Joe Nusselbaum.

## NEW Collection Books for BALLY BEVERAGE MACHINES

Circular illustrating forms for every practical purpose mailed on request.

## Baltimore Salesbook Company

120 W. 42nd ST. NEW YORK CITY  
Att: Mr. Charles Fleischmann



**\$5.95**  
**REGULAR**  
Vends  
Charms,  
Everything  
Holds Full  
5 Lbs.

## THE LUCKY BOYS

LUCKY BOYS. Honestly Built, Honestly Sold, Either Size Your Money's Worth. Order Your Samples Today. You Be the Judge. Satisfaction or Your Money Back. 1/4 Dep., Bal. C.O.D. Manufactured by

**KY. GUM CO.**

3406 Garland Ave. Louisville, Ky.

**\$3.95**  
**ROYAL**  
Vends All  
Nuts,  
Small  
Candies.  
Holds 2  
Lbs. For  
Bar or  
Booth





# VENDORS

## New Michigan License Now In Effect

LANSING, Mich.—Many Michigan owners and operators of merchandise vending machines will, it is believed, welcome the new "location license" ruling of the State Sales Tax Administration, effective August 21, 1939. It is regarded as protection to legitimate operators by keeping "fly-by-night" operators off locations.

The new location licenses will cost ten cents each, and must be affixed in a conspicuous place to each machine. Machines not bearing licenses will be regarded the same as retail stores which attempt to do business without a license from the Michigan Sales Tax Administration Board.

The new rule of reporting three per cent tax on the gross "take" of each machine, by location license number and location address on one consolidated form, may also prove useful to the operator as a business barometer, disclosing to him the actual revenue from each location each month.

Licenses are issued at no charge for machines which are operated in the owner's or operator's own place of business, that is, not "out on location." Such an owner or operator must be licensed to do business under the General Sales Tax Act. He will affix the licenses issued him by the Board to machines operated in his own place, but the gross proceeds from these machines shall be included with the regular monthly gross proceeds return of the taxpayer.

A backwoods mountaineer found a mirror which a tourist had lost.

"Well, if it ain't my old dad," he said as he looked in the mirror. "I never knowed he had his pitcher took."

He took it home. That night while he slept, his wife found the mirror.

"Hum-um," she said, looking into it. "so that's the old hag he's been chasin'."

- **Economy**
- **Dependability**
- **Sales**

**ECONOMICAL** — to buy and operate. **MASTERS** have become favorites with operators the country over. Join the Master "parade for profit" today.

**DEPENDABLE**—always, with a minimum of service. Literally, **MASTERS** were perfected by and for the operators of America.

**SALES**—are constant and repeat with **MASTERS**. Twenty years of service have made **MASTERS** public favorites and the choice of leading Operators everywhere.

For further details and prices ask

**M. BRODIE CO.**

2180 Pacific Ave. Long Beach, Calif.

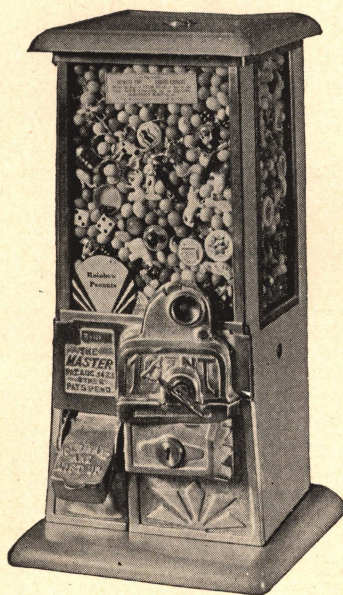
**VIKING SPECIALTY CO.**

530 Golden Gate Ave. San Francisco, Calif.

Or write direct to

**The NORRIS MFG. CO.**

553 Wager St., Columbus, O.



Master Novelty  
PENNY PLAY

## Only Good Machines Can Survive Test of Time

By H. F. BURT

AUTOMATIC GAMES

It has become increasingly apparent throughout 1939 that operators everywhere, especially in the vending field, are faced with more and more competition.

Under such conditions, the more colorful, the more modern, and the simpler an operator's machines are, the better chance he has of maintaining a strong position in his field. Color, design and sturdiness of construction, with no wasted outlay of money, are the paramount keynotes of success today.

From a practical standpoint, the placing of two, three, or four machines in a location that warrants only one, is a waste of time and money and creates a very bad impression on the location owners. Multiple units on these locations pay so little, that they leave the impression with the merchant that the whole thing is a waste of time and space on his part. Whereas, the same amount of money received from a single vendor would leave a good impression and likewise be a paying proposition for the operator and the merchant.

Another point that we wish to emphasize strongly is the rotation of colors. By this we mean that any machine becomes an unnoticed fixture unless a similar machine of a different color is put in its place every few months. For this reason we urge operators to buy machines in assorted colors which will enable them to place, for example, first a tangerine, then a blue, green, black, gold, silver, etc. Our products, for this reason, are made in fourteen color combinations.

Machines of distinctive design, which are all interchangeable on brackets, stands, and bases, are a great help and convenience in rotating or service work. This interchangeability also helps on the service end, since the operator may simply change a full machine for an empty one, and then do the filling and cleaning in his car, or he may use one of the attractive service kits on the market now.

The impression left on the market, by using multi-colored equipment and good-looking accessories, is well worth while. It gives the strength, character and prestige to the vending business as a whole, and the successful business-man stamp to the operator.

Practically all vendors which have been in use a year or more will show a welcome improvement in the take, if a liberal supply of aluminum, chrome, or nickel polish is used on them, enamel jobs repainted, and porcelain enamel jobs touched up to cover chipped portions.

Most reliable vendors purchased the last few years do not become obsolete through use, but through neglect.

"Oh, look, there's Gladys with her boy friend. She's a terrible mud-slinger."

"Yes, she used to work in a beauty parlor."

SMALL  
DOWN PAYMENT

**24**

MONTHS  
TO PAY

ONLY

**\$11.50**

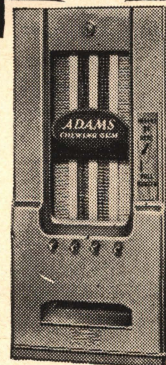
MONEL MODEL

NATIONALLY  
FAMOUS

**ADAMS**

CHEWING  
GUM

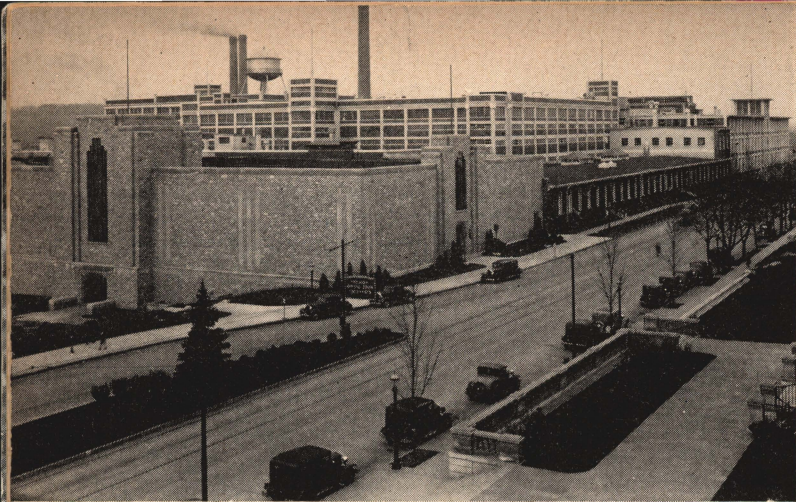
HERE ARE THE 3 REASONS WHY MORE AND MORE OPERATORS ARE INSURING THEIR INCOME FOR YEARS TO COME WITH "America's Finest Selective Gum Vender" — the **DU GRENIER!!** The same type machine now in operation in Subways and on El platforms in New York, Chicago, Philadelphia and Boston. **PROVEN**—the ONE fully selective gum vender that meets EVERY OPERATING REQUIREMENT! **EASY TO LOCATE! EASIER TO BUY!! EASIEST TO OPERATE!!!** ACT QUICK while more and more pennies are floating around in your city due to sales taxes. **WRITE! WIRE! PHONE!**



**G.V. CORP.**  
655-FIFTH AVE., NEW YORK

**15**  
COIN  
MACHINE  
REVIEW





# HERSHEY

## *The Chocolate Bar That Built a Model Town*

By ROBERT LATIMER

An operator who vends candy bars, peanuts and confections has two ways to look at his business—he can consider it a hard, ungrateful business, or he can look back on the romance represented by his candies, and feel a little proud of his position. That's just how a lot of eastern operators feel about Hershey Bars—for behind this humble old five-cent friend lies one of the most interesting stories in candy manufacture, all summed up in a good look at Hershey, Pennsylvania—a town built on and around candy bars alone.

Hershey, Pennsylvania, is a one-man town, ruled by councils composed of directors in the company. There has never been a mayor or any type of democratic government; neither has there been a need for such. The town has never been incorporated, for M. S. Hershey, president of the candy firm, and his associates do all the planning for 2,600 residents. Hershey operates in addition to the huge chocolate plants, a lumber yard, bank, furniture factories, department stores, both utilities, laundry, schools, cemetery, and even the fire and police department. Every employee or resident is either the owner of his home, or well on his way, because their building was financed by Hershey—and they are all concurring upon one point, that Hershey, Pa., is a little bit of economical heaven transplanted upon the otherwise sordid soil of the eastern manufacturing district.

Every man is a well-to-do estate dweller in this community, for what Mr. Hershey's scheme of living is for his neighbors is opening a magnificent country estate to the working man as his own.

The town is in reality a tightly knit estate—with every person sharing equally

in its advantages. In the center is the Hotel Hershey, a block long, and around it, the homes and small businesses of hundreds of men who depend on the Hershey Bar's undying popularity to keep their town alive.

Mr. Hershey, who invented the popular chocolate bar, is a bachelor, but has never been disposed toward living alone. Accordingly, he built one of the world's finest hotels as his home, engaged the best cooks in Europe for cuisine, and turned over his first home—one of the show places of the state—into the Hershey Country Club. Around this is a 56-hole golf course, assertedly one of the toughest in the nation, where America's top-flight golfers season up their games in and out of season. Another sport of the candy maker is hockey—drawn by a huge indoor arena, where two Hershey teams (the Hershey Bars and Hershey Amateurs) cover themselves with national glory each year. Mr. Hershey so far may sound like a playboy—but behind all the glamorous features of his town is the biggest of all; his farm and school for orphan boys established in 1909, which is one of the guiding themes of the Hershey Chocolate Company. Thus, every time a nickel drops into the vendor's cash box, he's helped some orphan through school.

It is simple to note that M. Snavely Hershey has a pleasant role in life. His model community is world-famous, he has the most successful candy bar in history, and plenty of good will from the world. Yet, all this began long after Mr. Hershey had retired from business "for good"! He began his business career as a print-shop helper in 1874, in Lancaster. At 21 he had his own candy shop in Philadelphia, then enlarged in New York only to fail completely. As a

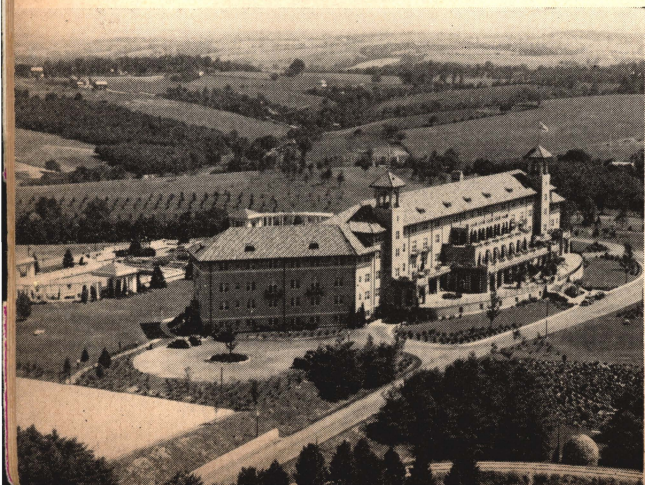
final effort at candy, he opened a caramel factory in Lancaster which kept him busy for 25 years, at the end of which he sold out for a million dollars, and retired. Retirement bored him, however, and soon he set up a chocolate plant in an old barn in a cornfield; 'til the success chocolate had encouraged him to throw his entire million into a model plant and a model community—a stone's throw from his birthplace. Long after retirement, Mr. Hershey built himself a beautiful factory, a strong sales organization, and introduced mass production to candy manufacture . . . an unusual record in any point.

The World War was a decided help to him inasmuch as it taught soldiers to like chocolate bars, and returning home, they carried the habit to their families. Cocoa, novelties, and bar profits rolled in—and Mr. Hershey immediately put it back into the plant. That's the background of the Hershey plant, which has never lost money.

Hershey's proudest point is the Hershey Industrial School for Orphan Boys. From a glance, it appears to be a \$2500 a year private school for sons of the elect, but its students are made up of one thousand orphan boys only. Boys between eight and four years old are taken in, cared for and educated until they are sixteen, learning a useful trade and the value of friendship. Emphasis is placed on manual training, animal husbandry, dairying, plumbing, tinning, electrical wiring, automotive engineering and a hundred other trades—Mr. Hershey wants his "grads" to be solid citizens in the extreme. The School was established under tight provisos binding the management in "perpetuity", and provides that all boys be kept clean, in good health, well fed

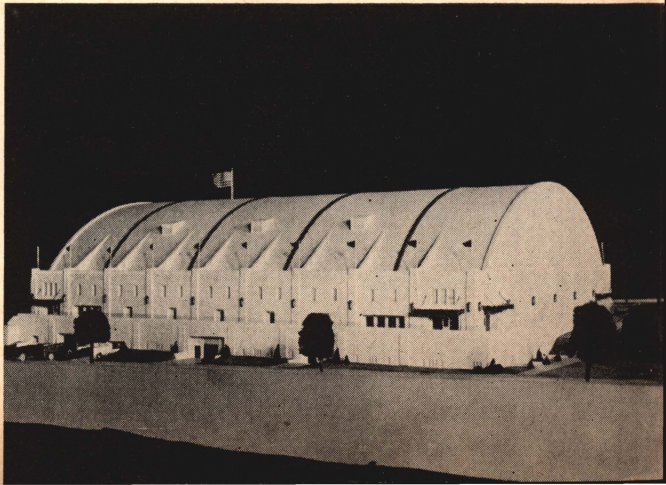
16

COIN  
MACHINE  
REVIEW



◀ Airview of the Hotel Hershey, magnificent hotel home of visitors to the model city. Tennis courts are on the left and sunken gardens in the foreground.

The Hershey Sports Arena, with ▶ a seating capacity of 7,200 for hockey and 10,000 when a large rink is not required.





and clad, and given every type of recreational and education facility to be handed any other boy in the nation—as well as laying out dozens of courses of study and training. Managers run the school, all directly answerable to Mr. Hershey himself.

Like other industrialists, Mr. Hershey holds that the solution to labor lies in combining with industry a good portion of agriculture, and better distribution of the population. So, scattered over the 10,000 acres of the school lands are farms on which the boys live and work, with foster mothers and fathers. They live in individual houses, ten to twenty in each. Upon graduation, they receive \$100 as a gift, and are allowed to strike out for themselves if desired—but many settle down in the community and become executives in the Hershey concern. It's a self-perpetuating source of manpower unmatched anywhere.

Mr. Hershey treats his residents as deserving friends—with a huge hospital, a

big concrete stadium, seating 27,000 spectators and used by the top teams of the country in every sport. Indoor sports, particularly hockey, are played in the largest-span monolithic concrete structure in the country, seating 10,000 at once.

All this, naturally, is built on chocolate profits. There is no bigger distributor in the world than the Hershey Chocolate Corporation, and none with such far-reaching territories. Half its sales volume is accounted for by Hershey Bars, the remainder coming from breakfast cocoa, fountain syrup, and chocolate overlays for other candy firms. Every day the plant uses from 600,000 to 700,000 lbs. of chocolate, from the Gold Coast of West Africa. Other sources are plantations in Venezuela, Ecuador, Brazil and the Equator states. Milk is



The Community Building—the recreational center for all the people.

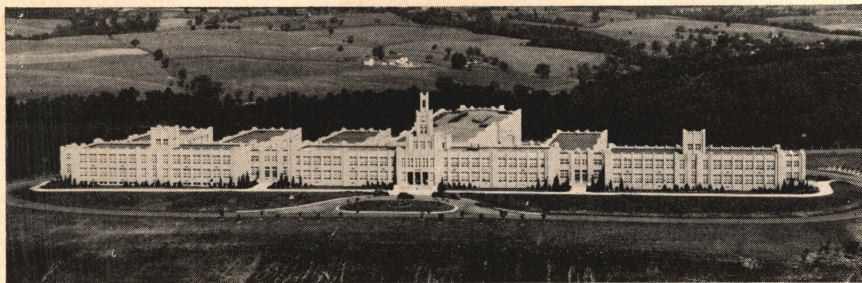
and nights, then cooled in molds. For cocoa, the chocolate is pressed hydraulically until the cocoa butter content has been reduced to less than 25%. The compressed cakes are then pulverized, sifted, and canned as ready for consumption.

Milk is added to make Hershey Bars. First cane sugar is dissolved into the milk; then this solution is condensed to the consistency of soft taffy. Next, the paste resultant, is mixed with the original chocolate mixture in big tumblers. Cocoa butter is added and more mixing and grinding continues. The entire process requires five days and five nights. After molding and wrapping in metalfoil, it is ready to go out on the market. Hershey's own printing plant turns out the labels.

Here's a note of particular interest to vending ops. Why is it that Hershey Bars are always sold at the same price of five cents, despite fluctuations in the price of cacao beans, sugar, and milk? Other products are varied for this reason. Why not Hershey?

The secret, which a few operators may have noticed, is that bar weight varies—all the way from 1 and three-eighths ounces to two ounces per bar. Length and width remain standard, but the thickness changes frequently. All bars have their weight plainly marked on the wrapper.

Next time you fill up your bar vendors with Hersheys, think back—you are selling one of the world's unique products! ♦



The Hershey Industrial Junior-Senior High School building with the rolling foothills of the Blue Ridge in the background.

community center which cost three million dollars to build, a library, swimming pool, gym, game room, cafeteria and a little theatre. Room rent there is \$3 a week. Every sort of community life, sports, hobbies, dancing, education, theatricals, etc., center around this building. The nation's top orchestras furnish dancing pleasure. Outside the community center is a thousand-acre park, Indian Museum, bandshell, huge zoo, and one of the crowning features—the expansive Hershey Gardens.

Flower lovers make these a mecca, with sunken gardens, greenhouses, and a rock garden with 20,000 plants. The Easter Flower Show is the lead event of the year in Hershey. For outdoor sports, there is the

provided from neighboring dairy farms in the Pennsylvania valleys surrounding—mostly owned by the long-haired, quiet religious sect known as Mennonites. Milk? The Hershey plant uses from 1,200,000 gallons daily in June, to 500,000 gallons daily in December. The peak production period for milk is opposite that of chocolate—therefore Hershey bars are made and refrigerated all summer.

When the cacao beans arrive at the plant, they are cleaned and roasted in revolving cylinders, then quick-cooled for removing the outer hull. The nibs, or centers, are ground repeatedly until they become liquefied through friction. The "liquor" resulting is rolled in huge oblong tubs for four days

← Picturesque and sporty 11th hole Hershey Park Golf Course. One of the snappiest, trickiest golf courses in the country.

The new Hershey Stadium, covering 10 acres and seating 15,360 spectators—with its football field and quarter-mile mid-gut auto racing track—is the most modern structure of its kind. Field is floodlighted from towers with 250,000 watts.





## JUST IN OFF LOCATIONS AND READY FOR IMMEDIATE DELIVERY

### ALL CASH PAY OUT MODELS

5 Western Derby Clocks		5 Bally Pacemakers	\$115.00
10 Bally Hawthornes		3 Bally Sport Pages	\$59.50
10 Bally Thistle Downes	\$79.50	2 Bally Klondykes	\$45.00
20 Keeney Stepper Uppers	each	5 Western Feed Bags	\$47.50
20 Keeney Winning Tickets		5 Western Derby Times	\$47.50
6 Bally Rebuilt Fairgrounds	\$27.00	2 Multiple Pot Shots	\$65.00
20 Keeney Handicappers	\$39.50	20 Bally Stables	\$37.50
3 De Luxe Preakness	\$37.50	2 Rebuilt Turf Champs	\$15.00

And many others. All makes and models Consoles. Write for prices on any you can use. One Third Deposit. No Exceptions. Balance C.O.D. Special Discount in lots of 5 or more.

## R. F. VOGT, Distributors

CULLEN HOTEL BUILDING

SALT LAKE CITY, UTAH

## Southern California

One of the "must" spots for southern California operators visiting Los Angeles is the Cinematone Corporation in Hollywood where the new Penny-Phonos are now coming off the production line. The spot is a riot of activity with operators clamoring to get the first machines.

Eric Wedemeyer, New York, spent some time in August with Fred Reilly going over the merchandise and digger situation locally. A jaunt to the S. F. Fair rounded out his coast activities.

When it comes to really taking a vacation L. C. Gilman of Decca has the right idea. When his vacation period rolled around he packed his grips and hied off to Laguna Beach to rest and enjoy a real vacation. A bit of bathing, fish tussling and strolls up and down the strand broke up the sameness of each day.

Since E. C. McNeil has acquired a home on wheels the world is his home. Labor Day found him with a couple of operators enjoying the beauties of Lake Tahoe.

Hugh Eyerly, Gardner salesboard impresario on the coast, breezed into Los Angeles in mid-August to share sighs with the boys.

Roy Bazelon, Monarch Coin Machine head of Chicago, returned to the windy city last week after an enjoyable rest on the coast.

The Sunset Bowling Alleys, 52 of 'em, have captured the fancy of Los Angeles

operators and a number of the lads limber up there nightly.

Fred Reilly, of diggers, spent some time in San Francisco during August.

William Rabkin, New York International Mutoscope Reel president, visited his two sons in Arizona in August and came on to the coast for a look-see at the Fair and a visit with the coast operators.

### "Whirling Derby"

#### New Gay Idea

MUNCIE, IND. — "Whirling Derby" is the name of a new idea in coupon games introduced to operators recently by Gay Games, headed by Guy E. Noel.

The new idea has proven to be the acme of perfection and affords operators and distributors a new display setting that has innumerable features never before offered in any form. It practically eliminates loss of coupons by theft and it offers a greater selection of coupons to players resulting in even faster play than jar games. It is small, compact, neat and modern in every respect.

"Operators who are using jar deals or have used them in the past will find that any refill and jack pot card in our line may be had in 'Whirling Derby' style," says Guy Noel. "Whirling Derby went through weeks of preparation before it was declared ready and it was first offered for sale. Initial orders from hundreds of operators throughout the country are coming in and the repeat business on this new sensation has been tremendous and has caused the plant to operate on a 24-hour schedule.

"The 'Whirling Derby' has been trademarked and all patentable features have been reserved to insure all operators of receiving the original and first game of this kind to reach the market," Noel concluded.

### Baker Novelty Company Expands and Moves

CHICAGO — The Baker Novelty and Manufacturing Company, headed by H. L. Baker, announces that it has leased 30,000 square feet at 2626 Washington Boulevard and will shortly move from their present address at 2944 Lake Street.

The growth of the company has been phenomenal in spite of prevailing business conditions until it has become necessary to add new personnel and incorporate under the name of the Baker Manufacturing Company, Inc. H. L. Baker is president; Harry Hoppe, vice-president, and Mrs. A. E. McHugh, secretary. Paid-in capital stock amounts to \$200,000.00.

At present the company is manufacturing Baker's Pacers, Pick-A-Pak and a Bell Slot Machine equipped with a slug rejector. Announcement will be made in the near future of a five ball novelty game utilizing a new type of patented bumper which will permit things to be done in novelty games that have heretofore been impossible.

## South Jersey Amusement Machine Association

By Harry Bortnick

Maintaining headquarters in Camden, N. J., this organization was recently revived after a Supreme Court decision legalized coin machine operations in the State. The group is now making a strong drive for members in its area.

At the origination of the case before the Supreme Court, instigated as a test suit by the Association, the organization had a strong and powerful membership. Ted Marks was President and helped make the organization a strong, compact body. However, the suit took several months and operators drifted apart and the Association ceased to function.

Now with the legalization of the coin machines and the steady influx of many operators the Association is again functioning smoothly, and many operators have again affiliated with the organization. Each member has been asked to help enlist other operators into the group, and the membership list has been considerably increased during recent weeks, Ted Marks, secretary-treasurer, declared.

Traveler—"What's the use of having a timetable if your trains don't run to it?"

Porter—"Now you're all excited. How could you tell they was runnin' late if you didn't have a timetable?"

Blonde: "Men of science claim that women can't change men."

Brunette: "Nonsense! They do it in the divorce courts every day."

## PRICED TO CLEAR

10 Mills V12 Cigarette	
Machines	ea. \$30.00
6 Kunkel Popcorn	
Vendors	ea. 30.00
5 5c Ray's Tracks	ea. 50.00
3 Galloping	
Dominoes	ea. 75.00
2 Saddle Clubs	ea. 55.00
2 1937 Skill Times	ea. 55.00
2 1938 Skill Times	ea. 85.00
25c Ray's Track	ea. 85.00
Bally Favorite	ea. 42.50
Pamco Deluxe Bell	ea. 25.00
Pamco Rosemont	ea. 25.00
Fleetwood	ea. 45.00
Man O' War	ea. 110.00
Preakness	ea. 22.50
Chuckalatte	ea. 35.00

### Write for Sensationally Low Prices on

Gottlieb 9 Coin Head Consoles  
Longchamps  
Four Horsemen  
Track Odds

We sell all free-play games

## C. E. WASHBURN

1511 W. Pico Blvd. Los Angeles  
Wurlitzer Distributor

## IMPORTANT NOTICE

The Los Angeles offices of  
the COIN MACHINE RE-  
VIEW will close Septem-  
ber 15 for the annual  
vacation of its staff.

Business will be resumed  
again Monday morning,  
September 25th.





# Crashing the Location

(You know, boys, "the better the spot, the more it wants")





Select Records by Number. Push Corresponding Keys Insert Nickel, Dime or Quarter.

1. TARTAN & MARY ANN, T.C. 1.	6. ABE DAVIS, T.C. 1.	11. ABE DAVIS, T.C. 1.	16. ABE DAVIS, T.C. 1.
2. ABE DAVIS, T.C. 1.	7. T.C. 1.	12. ABE DAVIS, T.C. 1.	17. ABE DAVIS, T.C. 1.
3. ABE DAVIS, T.C. 1.	8. T.C. 1.	13. ABE DAVIS, T.C. 1.	18. ABE DAVIS, T.C. 1.
4. ABE DAVIS, T.C. 1.	9. T.C. 1.	14. ABE DAVIS, T.C. 1.	19. ABE DAVIS, T.C. 1.

Record  
Now  
Playing

1

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20



MILLS

1 coin 5c  
2 coins 10c  
5 coins 25c





# Here's Why the Spots Can't Resist It

---

## BETTER LOOKS

Mills Throne of Music was designed by Everett Eckland, nationally famous designer, creator of Mills Blue Front, the greatest money-maker that ever saw the light of day. Eck has put that same flash and enduring beauty into the Throne of Music. Operators fondly call it "the Blue Front of Phonographs."

## BETTER TONE

Mills Throne of Music delivers more and cleaner highs, more and cleaner lows than any other instrument on the market. Don't take our word for it — we might be prejudiced — any oscillograph will prove it's so. The object of any phonograph is to deliver MUSIC. Music is this instrument's BIG SPECIALTY!

## FREEDOM FROM SLUGS

The Throne of Music is absolutely slug-proof, up to 99.6% efficiency. It was created five years ago and has been used on our Venders for Coca-Cola in Bottles ever since. About one billion five hundred million (1,500,000,000) nickels now pass through these slots every year with almost perfect slug rejection. No other slot can match this performance.

## BIGGER SELECTOR

Spread across the front of the Mills Throne of Music, piano keyboard style, is the biggest and most striking selector found on any automatic phonograph. Twenty big white keys. No

chance for mistakes. No need for cancel button. This selector is the secret of the Mills phonograph's astonishing earning power.

## BEST CABINET

Furniture is furniture and locations want the best, especially when it doesn't cost them anything. Mills has the best cabinet by far, exclusively designed and made in Mills own cabinet and woodworking departments. The cabinet has alcohol-proof finish, and is unique in shape and brilliantly accented with imported woods and flashy catalin.

## FINER CATALIN

Mills Throne of Music has finer, tougher, heavier catalin than other automatic phonographs. It is the "Richest and Rarest of Phonographs" because it is the most expensive to produce.

## BETTER SERVICE TO PLAYER

Everything about this instrument is clean-cut and easy to understand. Program is abundantly lighted and displayed; everything is made clear to the patron so that it's a pleasure and not a bother to play the instrument.

## STOUTEST BUILT

The Throne of Music is most notable for its beauty, but any manufacturer will rave about the solidity and strength of its construction. It will stand more shaking and rough-house treatment. Tip and push it and it will

still play. It's greatest on the roughest of dance floors!

## LESS SERVICE

Uninterrupted service comes from proper design and solidity of construction. The Throne of Music is all machine tooled, made of the best materials. Less service for operator; less bother for location.

## MORE CONVENIENT LIGHT SYSTEM

Three combinations of lighting are possible: (A) All lights off when not playing; (B) Lights only on selection; (C) All lights on all the time. Lights behind front pilasters are inexpensive Mazdas and can be changed from outside.

## FRONT CASH BOX

The Throne of Music never has to leave the wall when being serviced or collected. The cash box is conveniently and inconspicuously placed in lower front.

## FASTEST CHANGING OF RECORDS

No other phonograph can even come close to the speed with which the operator can load new records into this phonograph or change any number from one to twenty. All visits of operators or collectors are shorter, minimizing any interference with location's regular business.

## THE FLASHY YELLOW AND BLUE

The flashy yellow and blue Mills Throne of Music (see color illustration) is the most popular phonograph model on market today. It is all popular with operators, with locations, and with the general public. It sets the new style in modern operating. It belongs in your operating repertory.



## The Popular Yellow and Blue

(Also made in Red and Onyx, Green and Onyx)



# "The Better the Spot, the More It Wants"

---

## Mills Throne of Music Has—

Twenty records. Stationary turntable.

Single coin slot, accepts nickels, dimes, quarters. 99.6% slug-proof.

Piano keyboard selector. Wide white keys give ample room for big fingers.

Crystal pickup; long needle and record life. Less weight on record.

Two motor job: One for changing record, other for turntable.

Turntable has constant speed motor; holds constant speed 90 to 130 volts.

Grille is 1/16" steel. Chrome strip on bottom of cabinet prevents marring cabinet.

Protects it from brooms, mops, vacuum cleaners used in cleaning up a location.

"RICHEST AND RAREST OF PHONOGRAPHS"

# MILLS THRONE OF MUSIC

Mills Novelty Company, 4100 Fullerton Ave., Chicago



# MUSIC



View inside the traveling showroom on wheels maintained by K. F. Wilkinson's United Amusement Company, San Antonio, Texas. From left to right: Mr. George Prock, David Styles and Mr. Debner examining a Rock-Ola Luxury Lightup model ready for a demonstration trip.

## Henderson Added To Goodman Band

SAN FRANCISCO—Benny Goodman added Fletcher Henderson, famous Negro pianist, to his band here, recently, and will feature him in the future.

Henderson's arrangements helped to make Goodman famous and he knows and understands the Goodman style completely. Wasting no time in introducing Henderson to the public, Goodman presented him on his first Camel program from the Bay City.

Jess Stacy, who is being relieved by Henderson, and is one of the old veterans of Goodman's band, will take a one month vacation and then will go to New York and head a new band of about eight pieces which Harry Goodman will manage.

Although mixed bands have never been successful, Benny believes that the addition of Henderson to his organization will "go over."

"Smack," as Henderson is known in band circles, appeared daily at the Golden Gate Exposition on Treasure Island with the Goodman band. His popularity continues to grow.

Goodman has also added Buford Estes, 20-year-old alto man from Kansas City, to his band. He was with Lawrence Welk in Chicago.

Benny is now in Los Angeles at the Victor Hugo. In July he cut his first records for Columbia and it is rumored that an entirely new label, to sell for 50 cents, will be introduced by Columbia.

## Song Dividends Hit New High

NEW YORK—A new top mark in royalty payments for the past decade was reached this week, when the Big Three music firms paid collectively almost \$100,000 to composers and authors for the first six month period of 1939. The sums distributed totaled \$48,000 for Robbins Music Corporation; \$34,000 for Leo Feist, Inc., and \$15,000 for Miller Music, Inc.

Of special notice in the statements was the decided increase in royalties on instrumental compositions, instruction books and educational publications. Top royalty on a single item for the period went to Peter De Rose and Mitchell Parish for the song "Deep Purple" which sold over 450,000 copies to date.

## Chick Webb's Estate Totals \$15,000

NEW YORK—An estate of approximately \$15,000 was left by Chick Webb, nationally famous band leader, when he died here in June, according to an administrator's report.

About \$10,000 will go to his widow, Mrs. Sally Webb, and the remainder will go to his mother.

The famous Chick Webb orchestra carries on with Bill Beason pounding the drums. Ella Fitzgerald, who helped to bring fame to the group, is in charge of the band, now being billed as "Ella Fitzgerald's Chick Webb Band."

## Wurlitzer Party Is Huge Success

HOLLYWOOD—Descending on the west coast August 23rd the top executives of the Rudolph Wurlitzer Company played host to California operators at an all day open house at the Hollywood Plaza August 23rd and at the St. Francis in San Francisco on August 25th.

"Mike" Hambergren, vice president and salesmanager, headed the welcoming party, ably assisted by W. E. Simmons, California, Arizona and Nevada representative for Wurlitzer. Food and drinks were served throughout the day and strolling troubadours entertained the operators and their families. Ninety three were in attendance in Los Angeles and ninety six in San Francisco.

The get-togethers were part of a series of meetings being held by the Wurlitzer executives in various parts of the country.

## 50c Columbia Records Make Initial Bow

BRIDGEPORT, Conn.—Changing the color of the label from blue to red the Columbia Recording Corporation, subsidiary of Columbia Broadcasting System, announced that in the future top-flight popular artists will be available to music operators under the Columbia label at fifty cents each list.

Benny Goodman, Kay Kyser, Duke Ellington, Horace Heidt, Eddy Duchin, Harry James, Gene Krupa, Matty Malneck, Ray Noble, Jack Teagarden, Teddy Wilson, Raymond Scott, Ella Logan, Mary Healy and Martha Raye head the list of artists announced for the first few records under the Columbia name.

Columbia records will be issued weekly through the various distributing outlets and in the future recordings under the Brunswick label will be released once a month and feature recordings in that large category lying between the classical and the popular fields.

## Beer Barrel Polka Nation's Hit

LOS ANGELES—Definite proof that the "Beer Barrel Polka" is leading the nation's hit parade was made in August when the *Los Angeles Times* columnist Ed Ainsworth published the following letter from a reader commenting on the "state of the nation":

"Well it stands something like this: Zing! Boom! Ta Ra Re! Sing out a song of good cheer. Now's the time to roll the barrel for the gang's all here! From everywhere comes the 'Beer Barrel Polka'. On the loud-speakers at the New York World's Fair, from strolling orchestras and in every cafe in every state we heard the tune on automatic phonographs.

"Up in Canada the 'Polka' was number one tune, with Bing Crosby's 'El Rancho Grande' a close second. The nation seems to be united on one rollicking song . . . 'Beer Barrel Polka'!"

**COLUMBIA**  
Every Artist an ARTIST!

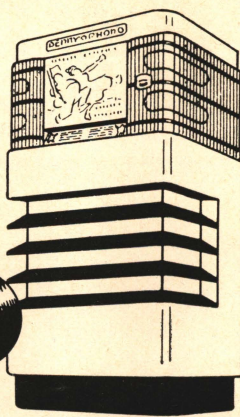
**VOCALION**  
Tops Your "Must" List!

**COLUMBIA**  
Every Artist an ARTIST!

**23**  
COIN  
MACHINE  
REVIEW



*Penny Phono*  
AND PENNY PHONO RECORDS  
*are taking the Country*  
*by Storm!*



Information gladly supplied to interested operators, distributors and jobbers on request.

**CINEMATONE CORPORATION**

**1107 N. HIGHLAND AVE • HOLLYWOOD, CALIF.**

## Philadelphia

A number of the local phonograph operators have purchased the new Phono-Mike for their music machines and report that collections have jumped a great deal as the result of installation of the device. Economy Production reports a great response from operators all over the country.

The partnership of the S. & S. Company has been dissolved and the two operators will henceforth work individually under their own trade names. Albert Stern will operate as the Stern Amusement Company, while Edward Spiegel operates as the Ed Amusement.

New and beautiful offices will shortly be opened by the B. D. Lazar Company at 1425 North Broad Street. The showrooms will be large, enabling the distributor to show a greater part of the merchandise carried. B. D. Lazar distributes Rock-Ola phonographs and has built up a considerable clientele amongst local operators.

Dave Kulla and Mike Scherdorf have entered into a partnership and are now operating several hundred machines.

Trilling & Montague, distributors, will distribute the United States line of records. A special record department has been installed in the headquarters of the company.

Sam Synderman, popular operator, recently celebrated a wedding anniversary. Congratulations, Sam.

Jules Wenger is now a music operator.

Ben Fireman is another operator who has increased his staff during recent weeks.

Cy Glickman, inventor, operator and continual sweepstake winner, is now offering local operators a helpful telephone device.

Lewis Sokolove, head of Imperial Vending Company, reports a steady sale of Gabels to local phonograph ops.

A new member has been added to the sales staff of High-Point Amusement, op-

erated by Mr. and Mrs. M. Finkel. Ethel Frank is the pretty young miss who will have charge of record sales.

I. Rothstein, head of Banner Specialty Company, recently dedicated his Pittsburgh offices and is very well pleased with the reception given him by operators in that territory.

Esther Cutler, in charge of the Coin Machine Association headquarters, is now on vacation.

Local operators are very curious about the new Penny Phono which is being marketed by the Cinematone Corporation.

Roy Torr, well known distributor, plans to start his fall sales efforts during September and has plenty to offer operators in the line of merchandising machines.

Max Brown, likeable operator, is moving to a new residence and invites his friends to visit him soon.

Joe Dennison, of the Pasadena Novelty, became the proud father of a boy this week. Baby has been named Ronald. ♦

## Penny Phono Finds New Locations

HOLLYWOOD—Word from the management of Cinematone Corporation, manufacturers of the new Penny Phono machine, is that Penny Phono is finding its place in the sun in brand new locations, rather than offering competition to nickel phonographs.

A report from the Penny Phono distributor in Glendale, California, says in part that these first ten machines, which he put out, were easily placed. Only one of the units, he writes, was installed in a location which at one time housed a nickel machine. The others are listed as follows: 1 hotel lunchroom, 1 drive-in, 1 bus station, 2 grills, 3 malt shops, and 1 lunchroom opposite a high-school. These remaining nine locations were never able to support a vending phonograph before, but report substantial business with Penny Phono. ♦

**COLUMBIA**  
Every Artist an ARTIST!

**VOCALION**  
Tops Your "Must" List!

## Cinematone Starts Record Production

HOLLYWOOD — With eighty-two numbers already recorded and in their library, Cinematone Corporation's Music Department, headed by Lindley A. Jones, is currently hitting its most ambitious schedule to date with the waxing of fifteen numbers each week for the exclusive use of Penny Phono records.

All the waxing is done at Cinematone's own, fully-equipped recording studio on Gordon Street in Hollywood. Location in cinema capital permits Jones to select the finest of instrumentalists and orchestras from top-flight night clubs, moving picture studios and radio networks.

According to Jones, each Penny Phono record produced, with ten numbers to a side, will carry a mixed quota of hit tunes of the week, and special arrangements of old favorites, standard melodies including waltzes, tangoes, rhumbas, fox trots and novelty compositions. Both male and female singers are used in singles, trios and quartettes.

Penny Phono record, made for release during the first week of September, reveals a sample of the outstanding talent and combinations being signed by Jones. Numbers include those by Chuck Foster and his band, a name orchestra which goes into the Biltmore Bowl in Los Angeles on September 21, King Sisters, vocalists now with Artie Shaw on tour, Kay Kaley, whose musical aggregation is now at Marcus Daly's Restaurant in Beverly Hills, Clark Ross, outstanding vocalist with the Columbia Network, and Johnny Cascales and his band. The latter being on loan from Paramount. ♦

## MUSIC OPERATORS

## PHONO-MIKE

offers

## 3 WAYS

to

## INCREASE YOUR COLLECTIONS

1. Speak, sing, entertain. Use for announcements.
2. Patrons can sing, whistle, etc., using Record playing as accompaniment.
3. Patrons must insert 5c to use PHONO-MIKE.

Price \$ **15.85**

**ECONOMY PRODUCTION CO.**  
20 Bank St.  
Philadelphia, Pa.



# ONE RECORD CAN MAKE A BAND

Fame and fortune via the record route is an accepted fact today, and there isn't a band leader in the country who doesn't covet the chance to put on wax as many tunes as he possibly can.

This scramble to record has become more intense during the past few years as band leaders have realized the importance of successful recording. Tommy Dorsey, Artie Shaw, Andy Kirk and Horace Heidt are but a few of the big "name" bands that have shot to popularity with one "hit" recording.

The general sale of phonograph records is booming again and a peak even greater than the lush days of the 1920's is possible. Already the publicity value of records for bands and singers is undisputed. To prove the point merely review some of the success stories of some of the ranking artists today—through records.

Although recording is bound to be profitable to any band, providing a few records are made each month, this is not the really important aspect. In a recent issue of *Down Beat*, the story of what records can mean to bands was clearly shown.

Take the case of Tommy Dorsey—one goes back several years to do it—but you find how one record can actually "make" a band and its leader famous. "Marie," for Victor, put Dorsey in the public's eye and he has been there ever since. There seems to be no formula to follow. One just produces hits, or they don't produce hits.

A more recent example of the "one song to fame road" is Cole Porter's "Begin the Beguine." The song had been out for more than six years before Artie Shaw came along and, with his clarinet and band, made it a Victor hit. It skyrocketed Shaw's band into the highest niche of all dancebandom—and he became a nation's favorite.

Recording can do much for a vocalist if the right tune comes along and the right person sings it. With "Rockin' Chair," a Hoagy Carmichael tune which had not gotten very far, Mildred Bailey became a top-ranking artist. Some vocalists are not so

lucky, and they fail to find that necessary tune.

Andy Kirk struggled for over six years with a good band and plenty of ability. Along came "Until the Real Thing Comes Along" and he has been a top name band ever since.

"Tip-i-tin" was the cause of Horace Heidt's real arrival. He had played big theaters and he was making good money with other records but it was that tricky little tune that really caught on with the public. There is no answer or formula that will tell why.

Larry Clinton did more with "My Reverie" than any other tune he has recorded. The "Dipsy Doodle" came close and helped to cinch his popularity with the public.

The best bet in the colored band division in America in 1939 is Count Basie and his band. His own tune, "One o'Clock Jump" was the record that put him out in front.

A long list of fine bands—some perhaps greater than the few mentioned—have failed to click with a tune that would really put them across. Of course they are still trying and it is certain that many more will "hit the jack-pot" with other good tunes. Some will continue to put out a string of good records and never really reach the heights with that certain piece.

So far Duke Ellington hasn't found a really great piece of music. He came close with "Solitude" and he is one of the most popular names in the country because of his consistent success with the type of music he does best.

The success story of Stuff Smith is different. He recorded "I see a Muggin'" and he was a hit over-night. Again, Jimmy Dorsey, well known and liked, has failed to find a hit tune. Instead his records have been consistently good.

Bob Crosby has one of the best known bands in the country. Still his organization has failed to put out a tune that has found universal popularity.

And then, Benny Goodman, one of the greatest names in all swing history, has never recorded a piece of music which led the hit parade. Rather, his work has been consistently good and he has wisely stuck to what he knows will always be accepted by the public. According to Victor officials,

Benny's "Dixieland Band" and "Don't Be That Way" have been his best records.

So the search for tunes that will "click" goes on. Each band leader always hoping that his latest good recording will be a hit. For, who knows? The next one may be the one to shoot him and his band to fame and fortune. ♦

## Ed Johnson Joins Rock-Ola Corp.

CHICAGO — Announcement was made here the latter part of August of the appointment of Ed Johnson, pioneer phonograph man, as traveling district manager for the Rock-Ola Manufacturing Corporation. Johnson will work out of the Chicago factory.

"I have watched Rock-Ola's constant growth in just a short span of years," said Johnson. "I am happy to be connected with such a vast, sound, growing concern. In my trips through the country recently I verified the fact that Rock-Ola has taken a real hold on the automatic musical field and in just four years."

On his departure from Chicago to go out on his first trip for Rock-Ola, a host of friends were on hand to wish him the best of luck in his new connection. ♦

## Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

### BOSTON, MASS.

Eastern Company  
620 Memorial Dr., Cambridge

### DENVER, COLO.

Hendrie and Bolthoff Mfg. & Sup.  
Co. 1635 17th St.

### MILWAUKEE, WIS.

Taylor Electric Company  
112 North Broadway

### NEWARK, N. J.

Krich-Radisco, Inc.  
422 Elizabeth Avenue

### NEW YORK, N. Y.

Bruno-New York, Incorporated  
460 West 34th Street

### PHILADELPHIA, PA.

Raymond Rosen & Company  
32nd and Walnut Streets

### WASHINGTON, D. C.

Southern Wholesalers, Inc.  
1519 "L" St., N.W.  
202 S. Pulaski St., Baltimore, Md.

It Pays to Use  
VICTOR and  
BLUEBIRD  
RECORDS



## VOCALION

Tops Your "Must" List!

## MUSIC MERCHANTS!

### Grilles and Light-Up Effects

6 Side Panels  
Door Panel  
Grille and Pillars  
New Program Holder  
Large Ivory Selector  
Buttons

ONLY  
**\$49.50**

Complete  
(Small additional charge  
when installed by us.)

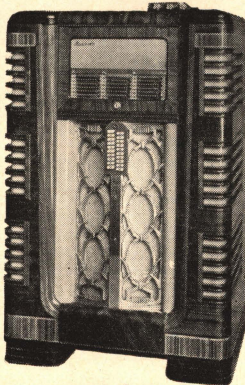
### FOR WURLITZER 412's, 616's, 716's

Grille . . . . . \$12.50  
Top Panels and  
door design . . . 12.50  
Plastic strip  
for top door . . . 1.00  
Special door  
design . . . . . 2.50

**Complete  
Assembly  
only \$25.00**

Quick and easy to install. Photo shows Rock-Ola Imperial "20" completely modernized. Write for additional information.

**IDEAL NOVELTY CO.**



1518 MARKET ST.  
ST. LOUIS, MO.



# Record Score Sheet

## • KEY TO RATING •

### BLUEBIRD

- 4★ 10378 Bob Chester  
ALLA EN EL RANCHO GRANDE (FT VC)  
JUDY (FT VC)
- 2★ 10380 Blue Barron  
IT'S FUNNY TO EVERYONE BUT ME (FT VC)  
UP-SY, DOWN-SY (FT VC)
- 4★ 10382 Dorothy Lamour  
COMES LOVE (V)  
OUT OF THIS WORLD (V)
- 3★ 10383 Glenn Miller  
AN ANGEL IN A FURNISHED  
ROOM (FT VC)  
LOVE WITH A CAPITAL "YOU" (FT VC)
- 1★ 10384 Muggsy Spanier  
THAT DA DA STRAIN (FT)  
SOMEDAY SWEETHEART (FT)
- 3★ 10385 Artie Shaw  
TRAFFIC JAM (FT)  
SERENADE TO A SAVAGE (FT)
- 4★ 10372 Glenn Miller  
BLUE ORCHIDS (FT VC)  
BABY ME (FT VC)
- 3★ 10373 Charlie Barnet  
CHEROKEE (FT)  
THE ALL NIGHT RECORD MAN (FT VC)
- 3★ 10375 Bob Chester  
JUST FOR A THRILL (FT VC)  
HOY! HOY! (FT VC)
- 2★ 10376 Shep Fields  
SOUTH OF THE BORDER (FT VC)  
IT'S ALL OVER THE TOWN (FT VC)
- 4★ 10377 Earl Hines  
PIANO MAN (FT VC)  
FATHER STEPS IN (FT)
- 2★ 10386 Bud Freeman  
CHINA BOY (FT)  
THE EEL (FT)
- 4★ 10387 Johnny Messner  
IT'S A HUNDRED TO ONE (FT VC)  
LING-RING ON YOUR DOORSTEP (FT VC)

★★★★★ **EXTRA GOOD.** Ideal for phonograph operations. Don't fail to get it. Outstanding number.

★★★★ **VERY GOOD.** Has universal appeal. Recommended for any type location.

★★★ **GOOD.** Returns, in most cases, will vary according to type of location and patronage. Not unusual.

★★ **FAIR.** Typed to a measure, i. e., may prove profitable in certain locations.

★ **WEAK SISTER.** Not strong enough to pay own freight. Short lived number.

**ABBREVIATIONS:** FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; OT—Old Time; R—Race; HB—Hillbilly.

- 4★ 10388 Glenn Miller  
TWILIGHT INTERLUDE (FT VC)  
GLEN ISLAND SPECIAL (FT)
- 3★ 10389 Charlie Barnet  
LOVE GROWS ON THE WHITE OAK  
TREE (FT VC)  
THE LAST JUMP (FT)
- 4★ 10390 Blue Barron  
OUT OF PORT (FT VC)  
POOR OLD JOE (FT VC)
- 3★ 10391 Earl Hines  
G. T. STOMP (FT)  
INDIANA (FT)
- 3★ 10392 Art Hinett Threesome  
BUGLE CALL RAG (FT)  
ROSE ROOM (FT)
- 4★ 10393 "Fats" Waller  
BLESS YOU (FT VC)  
IT'S THE TUNE THAT COUNTS (FT VC)

### DECCA

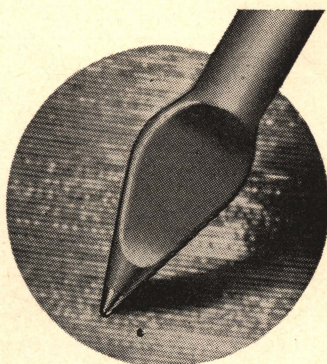
- 5★ 2700 Bing Crosby

- IN MY MERRY OLDSMOBILE (V)  
MEDLEY OF GUS EDWARDS SONG HITS (V)
- 4★ 2671 Bing Crosby  
WHAT'S NEW? (V)  
GIRL OF MY DREAMS (V)
- 2★ 2662 Bob Crosby Cats  
IT WAS A LOVER AND HIS LASS (FT VC)  
OH MISTRESS MINE (FT VC)
- 2★ 2663 Bob Crosby Cats  
BLOW, BLOW, THOU WINTER  
WINDS (FT VC)  
SIGH NO MORE, LADIES (FT VC)
- 3★ 2664 Woody Herman  
BIG MORNING (FT VC)  
JUMPIN' BLUES (FT VC)
- 4★ 2665 Ella Fitzgerald  
SUGAR PIE (FT VC)  
THAT WAS MY HEART (FT VC)
- 2★ 2666 Phil Regan  
I'LL REMEMBER (V)  
I NEVER THOUGHT I'D FALL IN LOVE  
AGAIN (V)
- 4★ 2667 Ambrose  
PLAIN JANE (FT)  
EARLY MORNING BLUES (FT)
- 4★ 2669 Charlie Kunz  
MERRY WIDOW, GOLD AND SILVER,  
COUNT OF LUXEMBOURG (Piano Solo)  
FRASQUITA SERENADE, YOU ARE MY  
HEART'S DELIGHT, VILIA (Piano Solo)
- 3★ 2670 Jolly Jack Robel  
ROBEL POLKA  
DUTCH WALTZES (Medley)
- 3★ 5717 Shelton Brothers  
HALLELUJAH, I'H GONNA BE FREE  
AGAIN (OT V)  
THOSE DUSTY ROADS (OT V)
- 4★ 2640 Bing Crosby-Connie Boswell  
AN APPLE FOR THE TEACHER (V)  
STILL THE BLUEBIRD SINGS (V)
- 3★ 2641 Bing Crosby  
A MAN AND HIS DREAM (V)  
GO FLY A KITE (V)
- 3★ 2650 Jimmy Dorsey  
A MAN AND HIS DREAM (FT VC)  
GO FLY A KITE (FT VC)
- 4★ 2626 Bing Crosby-Connie Boswell  
START THE DAY RIGHT (V)  
NEIGHBORS IN THE SKY (V)
- 5★ 2627 Tony Martin  
ALL I REMEMBER IS YOU (V)  
CINDERELLA, STAY IN MY ARMS (V)
- 4★ 2628 Ella Fitzgerald  
I WANT THE WAITER (FT VC)  
THAT'S ALL, BROTHER (FT VC)
- 2★ 2629 Woody Herman  
DALLAS BLUES (FT)  
RIVER BED BLUES (FT)
- 4★ 2632 Milt Herth Trio  
EVERYBODY LOVES MY BABY (FT VC)  
THE SPIDER AND THE FLY (FT VC)
- 3★ 2633 Plehal Brothers  
VANDA POLKA  
UNDER THE WINDOW (March)
- 3★ 2634 Dick McIntire Hawaiians  
KEHAULANI (Hula FT)  
ON THE BEACH AT KUALOA (Hula FT)
- 3★ 5711 Buddy Jones  
I'LL GET MINE BYE AND BYE, No. 2 (OT)  
YOU CANNOT TAKE IT WITH YOU (OT)
- 5★ 2655 Dick Powell  
AND HE WOULD WHISTLE (V)  
I LIKE MOUNTAIN MUSIC (V)
- 4★ 2656 Rudy Valee  
I WANT MY MAMA (V)  
IT'S WAY PAST MY DREAMING TIME (V)
- 4★ 2657 Bob Crosby  
OVER THE RAINBOW (FT VC)  
YOU AND YOUR LOVE (FT VC)
- 4★ 2658 Woody Herman  
STILL THE BLUEBIRD SINGS (FT VC)  
LOVE WITH A CAPITAL "YOU" (FT VC)
- 3★ 2659 Everett Hoagland  
DRIFTING DOWN THE RIVER OF  
DREAMS (FT VC)  
THE SONG OF THE METRONOME (FT VC)
- 3★ 2660 Louis Prima  
A GOOD MAN IS HARD TO FIND (FT VC)  
IF I COULD BE WITH YOU ONE HOUR TO-  
NIGHT (FT VC)

26  
COIN  
MACHINE  
REVIEW

## Permo "POINTS"

from experienced music operators



—but as true today as ever before. Like Buick—when better Needles are made—Permo will make them.

LLOYD L. ROBERTSON, TULSA, OKLA. "Why I use PERMO POINT NEEDLES... because they save me TIME, TROUBLE and EXPENSE... less wear on the records with the BEST and CLEAREST reproduction."

W. E. BOSCHE, RATON, N. M. "Because my route of machines is spread over a territory of 400 miles, and I know the Needles will hold up between service trips."

D. C. CARMICHAEL, MINNEAPOLIS, MINN. "We use PERMO POINT NEEDLES to protect our investment—we would not risk losing our business just to save a few cents."

PHILIP E. VEEK, SEATTLE, WASH. "I use PERMO POINT NEEDLES because they give me the maximum both in tone and in dependable service."

DAVE KOPLO, ST. LOUIS, MO. "I use PERMO POINT NEEDLES because they are the original which is always better than the substitutes."

WHITE SALES CO., PARIS, TENN. "I use PERMO POINTS because they give better and longer wear, clearer tone, wear records less and cost less in the end."

DENTON NOVELTY CO., CUBA, MO. "We use PERMO POINTS exclusively because of the longer life, perfect construction, and best of tone, and wear records less. 'Nuff said.'"

J. M. COLLETTE, IDAHO FALLS, IDAHO. "PERMO POINT NEEDLES guarantee satisfied customers, location and operators; eliminate scratch; give longer record wear and clear tone production; get nickels in cash box."

O. H. BUTTES, CHICAGO. "I use PERMO POINT NEEDLES because they wear longer, sound better, stand more abuse, and are comparatively low in cost."

VALLEY SALES CO., OSHKOSH, WIS. "Trusted and tried—old words—old adage"

PERMO PRODUCTS CORPORATION

MANUFACTURING METALLURGISTS

6415 RAVENSWOOD AVE.

CHICAGO

**COLUMBIA**

Every Artist an ARTIST!



# Get in the Money with Music's Big Money- makers

**BOB ZURKE AND HIS DELTA RHYTHM BAND**  
Victor 26331—It's Me Again  
Southern Exposure

**TOMMY DORSEY AND HIS ORCHESTRA**  
Victor 26339—Blue Orchids  
Day In, Day Out

**ARTIE SHAW AND ORCHESTRA**  
Bluebird 10385—Traffic Jam  
Serenade to a Savage

**GLENN MILLER AND HIS ORCHESTRA**  
Bluebird 10388—Twilight Interlude  
Glenn Island Special



## LEO J. MEYBERG CO.

LOS ANGELES . . . 2027 South Figueroa  
SAN FRANCISCO . . . . 70 Tenth Street

- 2★ 2661 Jolly Jack Robel  
DUCK POLKA  
MARTHA WALTZ
- 5★ 5715 Jimmy Davis  
DREAM OF LOVE (V)  
IN MY HEART YOU'LL ALWAYS BE  
MINE (V)
- 3★ 5716 Carlisle's Buckle Busters  
FAR BEYOND THE STARRY SKY (OT)  
THE UNCLOUDED DAY (OT)

### VICTOR

- 4★ 26335 Tommy Dorsey  
GOODNIGHT MY BEAUTIFUL (FT VC)  
ARE YOU HAVING ANY FUN? (FT VC)
- 3★ 26336 Hal Kemp  
WHAT'S NEW? (FT VC)  
WHAT GOES ON BEHIND YOUR  
EYES? (FT VC)
- 4★ 26337 Sammy Kaye  
SOUTH OF THE BORDER (FT VC)  
THE HOIRIGER SCHOTTISCHE (FT VC)
- 1★ 26338 Bunny Berigan  
GANGBUSTERS' HOLIDAY (FT)  
LITTLE GATES SPECIAL (FT)
- 5★ 26329 Wayne King  
I WONDER WHO'S KISSING HER  
NOW (W VC)  
SMOKE GETS IN YOUR EYES (W)
- 2★ 26330 Bea Wain  
GO FLY A KITE (V)  
GLAD TO BE UNHAPPY (V)
- 4★ 26331 Bob Zurke  
IT'S ME AGAIN (FT VC)  
SOUTHERN EXPOSURE (FT)
- 4★ 26332 Larry Clinton  
STILL THE BLUEBIRD SINGS (FT VC)  
AN APPLE FOR THE TEACHER (FT VC)
- 3★ 26333 Tommy Dorsey  
LET'S DISAPPEAR (FT VC)  
LA ROSITA (FT)
- 4★ 26339 Tommy Dorsey  
BLUE ORCHIDS (FT VC)  
DAY IN—DAY OUT (FT VC)

## VOCALION

Tops Your "Must" List!

- 4★ 26340 Sammy Kaye  
FRIENDS MEDLEY (FT)  
ORIENTAL MEDLEY (FT)
- 4★ 26341 Larry Clinton  
'S WONDERFUL (FT VC)  
THE MOON IS LOW (FT VC)
- 4★ 26342 Bob Zurke  
MELANCHOLY MOOD (FT VC)  
HONKY TONK TRAIN (FT)
- 3★ 26343 Lionel Hampton  
JOHNNY GET YOUR HORN (FT VC)  
I CAN GIVE YOU LOVE (FT VC)

## Music Operators Association, Inc., of Houston

President: F. S. CLANCY; Vice-President: SAM  
AYO; Treasurer: LESTER HEARN; Secretary:  
W. A. NIEMACKL, 518 Anita Street, Houston,  
Texas.

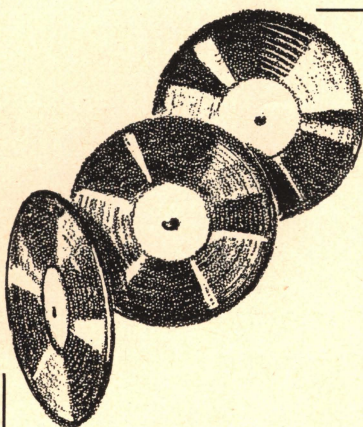
By JOHN G. WRIGHT

The August 3rd meeting of Music Operators' Association of Houston was mostly a round table discussion of Phonograph operating. Nearly every operator present spoke on some phase of music operating. Among subjects discussed were personal experiences of difficulties overcome, ways and means of making potential new territory music conscious, requests for advice on surmounting specific operating obstacles, present and anticipated taxation, and airing of personal "pet peeves".

The general tone of the meeting, the friendly and co-operative attitude of all operators toward each other, and the complete absence of any pressing official business was regarded as positive indication of the permanency and solidity of the Association.

At the August 17th business meeting two former members who had been suspended and one who had resigned applied for readmission to the Association. Their applications were referred to the Board of Directors.

President F. S. Clancy appointed the Board of Directors as an emergency committee with full power to act in connection with a reported forthcoming injunction against the Association. He was voted that appointive power unanimously. The meeting closed with an enthusiastic pledge of loyalty to the Association in the form of an unanimous standing vote. ♦



- 2672 OVER THE RAINBOW  
by Judy Garland
- 2671 WHAT'S NEW?  
by Bing Crosby
- 2599 'WAY DOWN HOME  
by The Mills Bros.
- 2626 START THE DAY RIGHT  
by Bing Crosby & Connie Boswell

# Records that "CLICK" by DECCA

- 2700 IN MY MERRY OLDSMOBILE  
by Bing Crosby
- 2440 WOODCHOPPER'S BALL  
by Woody Herman & His Orchestra
- 2494 EL RANCHO GRANDE  
by Bing Crosby
- 2628 I WANT THE WAITER  
by Ella Fitzgerald

## DECCA RECORDING CORPORATION

Los Angeles  
108 E. 17th St.

Seattle  
3131 Western Ave.

San Francisco  
35 Stillman St.

Honolulu, T. H.  
1025 Alakea St.

**BETTER MUSIC**  
**LESS SURFACE NOISE**  
**LESS RECORD WEAR**  
**LONGER LIFE**

... THAT'S A  
**Miracle Point**  
**NEEDLE**

ASK YOUR DEALER

**M.A. CERETT CORP.**  
2947 NO. 30TH STREET ★ ★ ★ MILWAUKEE, WISCONSIN

## Mendelson Joins Ponser Staff

NEW YORK—The George Ponser Company announces that Samuel C. Mendelson is now associated with them in their Music Division, specializing in the sales of phonographs.

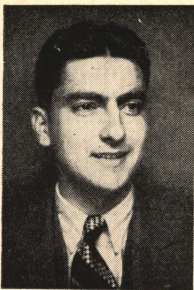
Mendelson is backed by years of experience in the phonograph trade and is well liked by coin operators everywhere. He is a successful salesman, with an enviable sales record.

Ponser believes his phonograph sales will run into several thousand before the year is over. He also has a Traveling Caravan, a trailer designed as a showroom and office. Two Mills Throne of Music phonographs are displayed in the trailer showroom. Jack Mitnick operates the Caravan.

Ponser says Mills' new phonograph meets the requirements of operator and location. It offers the operator the finest phonograph for consistent and profitable operation; to the location it assures larger percentage and greater all-year-around satisfaction. ♦

**27**  
COIN  
MACHINE  
REVIEW





## In the Pacific Northwest

with  
LOUIS  
KARNOFSKY

If you have a weak heart and can't stand a shock, better skip this paragraph and go on to the next, because we're about to tell you of one of the most amazing occurrences in the local coin machine field. For two years, "Speedboat" Johnny Michael had

tasted one backwash after another in his racing efforts. His boat "Floppo" lived up to its name to perfection. In fact, the only way the judges knew that all the boats had come in was when Johnny crossed the finish line. On August 6, at Anacortes, in the annual Northwest Speedboat Championship, Michael won first place in the amateur division, outracing 14 boats to win the cup. If you think we have exaggerated this stunning upset, hearken to what Johnny's work-mates at Western Distributors had to say about it when they heard the news:

Beulah Boyd, office manager: "I've changed my mind about miracles. They DO happen." Howard Serven, head mechanic: "Quick, page Ripley!" Jerry Stefan, mechanic: "So Michael finally won a race after two years' trying, eh? Well, I've been trying to grow a moustache for two years, and it's about time Mother Nature gave me a break." Mel Bantz, all-around shop room worker: "Mandrake the Magician must have been riding with Michael." Kenny Kemp, shipping clerk: "The Speedboat Racing Commission better investigate this one. There's something funny somewhere."

More than 100 operators attended the Wurlitzer Open House get-together at the Olympic Hotel on August 28. The ten key men of the organization who are making the country-wide good-will tour offered phonograph men a novel service. They brought the factory to the operator. Instead of the operator writing the factory's chief engineer, service manager, sales manager, credit manager or chief designer regarding his individual problem, the company's departmental heads visited the operator and amid restful surroundings, talked shop. The famous Wurlitzer food and drink service was a pleasant feature. Besides the many local phono men, the following out-of-town coinmen made the jaunt to Seattle for the occasion: E. M. Perry, W. L. Ferrell, Spokane; R. D. Peck, B. A. Almvig, Cecil Walrath, Daniel L. Miller, and E. C. Pagel, Tacoma; G. F. Johnson, John Loew, Rodney Johnson, Clifford Johnson, and Ben Brashem, Portland, Ore.; W. R. Olney, Missoula, Mont.; A. F. McFee, Wallace, Idaho; W. E. Duggan, Mt. Dora, Florida; E. E. Emery and Don Emery, Newport, Wash.; L. C. Foisy, Prosser, Wash.; Royal T. Pinkerton, Cashmere, Wash.; W. M. Martin, Cornelius, Oregon; M. E. Hannon, Anacortes, Wash.

Decca's expanding organization took another stride forward last month as the result of the promotion of Andy Huffine to out-of-town sales manager. Bill Hunnewell stepped up from the clerk's rank to assistant manager and city sales head, and Bob Johnson, formerly in the employ of the Olympic Hotel in Seattle, joined the ranks as Les Tobey's shipping mate. Bill Clark continues as manager of the local branch.

If you see a stork with a tired look on its

phiz and wings that flap weakly, chances are that it's the offspring deliverer that patrols the Coin Row beat, because heavy business last month caused that bird to work many an hour overtime. Three boys and a girl were the total results. The Phil Shellys, Rudy Petersons and Joe Harts landed the males, while the Irving Steps were presented with a daughter.

A new location and a new manager heralded the change at the local office of Interstate Novelty Company last month. Fred J. Shelton, Jr., affiliated with the Thomas Gum Company—the firm Interstate succeeded—intermittently since 1930, succeeded Charley Allen at the helm in Seattle. Shelton announces that the firm here is confining its activities to operating and jobbing merchandise machines and scales, with the heavy accent on penny machines. Shelton believes in setting the pace in producing results. He operates and services 1500 machines in the Pacific Northwest, which is a pretty good example to set for any organization.

Beulah Boyd denied romance rumors several months ago, but persistent and aggressive Kid Kupid kept firing away, and now Beulah is sporting a handsome diamond engagement ring and an even handsomer husband-to-be. Collegiate Van Booth is the lucky chap.

### COININGS ON THE CUFF:

Male traffic around Western Distributors' front office was thicker than mosquitos around a campfire last month when Beulah Boyd went on vacation and May Sharkey replaced her. However, when word went out that there was a Mrs. in front of her moniker, and that a husband lurked in the background, the crowd thinned considerably. . . . Charley Michael and Morrie Dickinson merged their financial efforts and purchased a new Chevrolet panel truck.

A new personality gal joined the local ranks last month when Evelyn Plant was transferred from Moore's Spokane office to succeed Betty Little. . . . The mad dash to Portland went into full swing when the announcement came through on August 25 that marble games are once again operating in that enterprising metropolis. . . . Direct from the World's Fair at San Francisco, Auto Golf made its debut here last month. The machine should prove a god-send to the rushed business man who is unable to get out to the golf links.

While tongues on the Row were wagging madly over Johnny Michael's upset win, practically everyone overlooked the fact that Corky Corcoran finished second in the professional division with his entry "Butcher Boy" . . . Ed Hogancamp, the playboy operator, has sold his phonograph route to Ken Shyvers and is keeping his sights trained exclusively on diggers (and blondes).

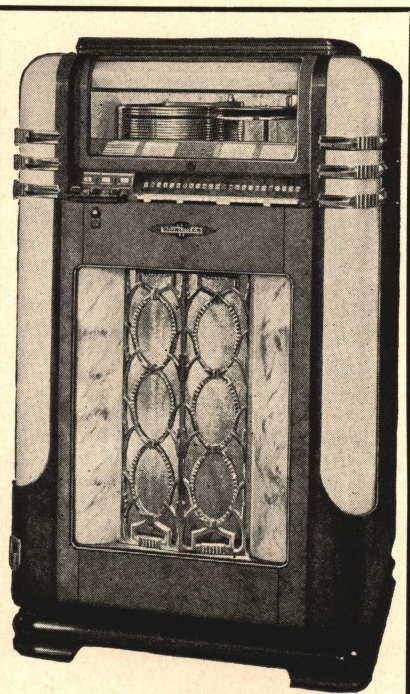
Business continues to ride the crest for Van Booth and Tiger Leamer, one of the ace operating teams in this section. A month ago each purchased new Studebakers, now it's a pick-up Chevrolet truck.

Bouquet of the Month: To the Portland coinmen who stuck gamely to their posts when ill luck befell them and whose courageous efforts over a period of six months culminated successfully on August 25. ♦

### Tempo King Dies At the Age of 24

NEW YORK—Only 24 and well on his way to fame as a leader of swing bands, Tempo King died here in June. King was best known for his "Kings of Tempo" band.

He had been in the midst of completing several new numbers, his latest being "Why Pretend?" At the time he was stricken, he was rehearsing a new band. ♦

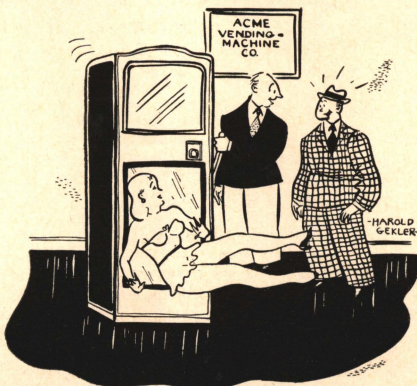


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Modernize your operations for greater profit. Trade-in your obsolete low earning instruments for big earning Wurlitzer models 500, 600 and 61 under our famous Factory Trade-in Plan. Place these brilliant, 24 record phonographs in your best locations and watch the receipts increase.

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"Didn't I tell you it was revolutionary?"



# NEW! 1¢ COUNTER GAME! MIDGET BASEBALL

THIS NEW GAME HAS BEEN "LOCATION TESTED" AND PROCLAIMED A "WINNER" BY EXPERIENCED OPERATORS! IT IS A GENUINE SKILL GAME AND ALSO VENDS A BALL OF GUM FOR EACH PENNY!

● OPERATORS AND JOBBERS — WRITE FOR DETAILS TODAY ●

**D. ROBBINS & CO., 1141, R. DeKalb Ave. BROOKLYN, N.Y.**

## Phono Ops. Ass'n of E. Penn. & N. J.

By Harry Bortnick

So little activity has been noticed here for such an extended period that phonograph operators have begun to consider the local territory a perfect example of what a strong Association can do to regulate business conditions in any territory.

Operators and locations are co-operating so closely that meetings have been entirely confined to routine matters, Frank Hammond, business manager, stated. Although summer business is always a bit dull it is expected that the fall and winter will find collections considerably better.

The Automatic Music Association of New Jersey, Inc., has appointed James Hammond business manager of their organization. James is a brother of Frank Hammond, of the local group, and has had considerable administrative experience which well fits him for the responsible position he now holds. James Hammond spent several weeks in the offices of the local Phonograph Association learning the routine of work.

Louis Zayon and Sam Litt, members of the Coin Machine Association, have joined this group under the affiliation agreement existing between the two Associations. ♦

## Lopez Defends Modern Swing

CHICAGO—Vincent Lopez came to the front in defense of swing, recently, denouncing college professors and anti-swingers with all the enthusiasm that he might put into a real hot jam session.

Lopez, one of the nation's ranking swing-band leaders, admitted swing is an escape—it has been branded as such by several college professors—but he added, "so is all music; all dancing. And so is art."

The recent events, which helped to bring on the profuse denunciation of critics by Lopez, included polls taken at several universities, purportedly showing that students on the campuses abhorred swing.

"Golfers are crazier," Lopez claims. "When you put swing dancing and golfing together, which is the craziest? A great big hulking man playing with a little ball or a couple of youngsters pouring out their energy to the strains of a swing band?"

Lopez said people should not be fooled by the song industry's swing toward ballads. It simply means that the sheet-buying public likes ballads best. America will be swinging 20 years from now, according to Lopez. ♦

Mabel — "And once you said you wouldn't marry James on any account." Dorothy — "Yes, but at that time I didn't know it was such a big one in the bank."

## It's a Girl at the Simmons Home

HOLLYWOOD—Billie Jean is the name of a six-and-one-half year old blonde girl who has joined the family fireside at the home of Mr. and Mrs. W. E. Simmons. Simmons is the Wurlitzer factory representative in Los Angeles.

Mr. and Mrs. Simmons and Billie Jean left Hollywood September 2nd for Wichita, Kansas, Nashville, Tennessee, and a visit to the Wurlitzer plant in North Tawanda. They expect to be gone a month. ♦

Tubby—"Pete boasts that his wife made him all he is."

Heiny—"That's not boasting; that's apologizing."

Visitor—How many students are there at your college?

Student—Off hand, I'd say only about one in every ten.

## Brown Gives Views On Rock-Ola Visit

CHICAGO—Fisher Brown, Rock-Ola distributor for Texas, visited the Rock-Ola Manufacturing Company the last of August on his regular mid-year visit to Chicago. While Brown transacted his business his family was conducted through the huge plant to see exactly how the popular Luxury Lightup phonographs are made. They expressed amazement at the activities and extent of the big factory, covering around half a million square feet of floor space, and at the many modern machines needed to manufacture the Rock-Ola phonograph.

Brown began his business career in the coin machine business when it was experiencing its first growing pains. He has weathered the storms and has watched its rise to a first ranking industry. Naturally his own business has grown steadily and prospered.

In view of his long experience, his ideas are always interesting and sound. Brown believes the industry has reached a point of stability; that the coin-operated phonograph is here to stay and that there is a definite market for the purveyor of coin-operated music. Recently co-operative efforts have been initiated among operator groups, between distributor and manufacturer, and he feels that this movement to join forces and work for the good of the industry as a whole is doing more to establish the industry on a high reputable plane.

While at the factory Brown put in an order for several carloads of phonographs and stated: "We have had an excellent business with the Luxury Lightup phonographs. People in Texas are really keen on these brilliant and colorful machines." ♦

**29**  
COIN  
MACHINE  
REVIEW

## Operators of the Month



Sammy Ricklin



Al Cassell

**Sammy and Al's slogan is: —  
"SEEBURGS perform best, look best, produce best results  
for conscientious operators."**

California Music Company, composed of two popular and well-known operators, Sammy Ricklin and Al Cassell, have grown steadily within their two years of operating, and readily admit that much of their success is due to their wise choice of phonographs, SEEBURG 20 record CLASSICS AND VOGUES.

Al and Sammy, inseparable as "Ham and Eggs", have for the past year been exclusive SEEBURG buyers, purchasing a carload of 20 record SEEBURG phonographs from Jean Minthorne, and constantly obtaining new worthwhile spots with their SEEBURG equipment. Says Sammy "... Jean says I'm noisy—but as long as I'm noisy about the merits of SEEBURGS, he doesn't care!" — and Al agrees. Both boys have worked tirelessly to increase their phonograph business, and attribute their extra vacation time to the smooth performance and lack of service calls with the SEEBURG Phonographs.

**E. T. MAPE MUSIC CO.**

JEAN MINTHORNE—Branch Manager

1517 W. Pico Blvd.

Los Angeles

(Watch for October's "Operator of the Month")



# Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy, with remittance to COIN MACHINE REVIEW, 1113 Venice Blvd., Los Angeles, California.

## COIN COUNTERS

Do you count pennies and nickels? "Presto" Coin Counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price \$1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

## GOODBODY'S

Bargain List is waiting for you. We Buy, Sell or Exchange. GOODBODY, 1824 East Main St., Rochester, N. Y. (ASO)

## TOKENS AND CHECKS

We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. SS-C

## SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

## WANTED

Scales and other vendors. Write us description and price immediately. SILENT SELLING CO., Marion, Ind. (8-39)

## COIN COUNTERS

Penny and nickel aluminum tube coin counters. Stacks, counts, makes wrapping easy. Fits pocket. 1c or 5c size \$1.50 each, postpaid. SUPREME PRODUCTS COMPANY, 333 N. Michigan Ave., Chicago, Ill. (SS-C)

## RECONDITIONED NOVELTY GAMES

Lot O Fun, free play, \$59.00; Airport, free play, \$47.50; Eureka's, free play, \$49.50; Chevrons, free play, \$47.50; Spottem, free play, \$47.50; Topper, \$30.00; Chubbies, free play, \$39.50; Chubbies, regular, \$28.00; Bubbles, free play, \$37.50; Bubbles, regular, \$24.00; Majors free play, \$42.50; Majors, regular, \$28.00; Stop & Go, \$24.00; Multi Free Races, \$24.50; Ragtime, free play, \$24.00. NATIONAL COIN MACHINE EXCHANGE, Inc., Joe A. Schwartz, president, 1407 Diversey Boulevard, Chicago, Illinois. (S-C)

## BARGAINS FROM DAVE MARION

Write for our latest bargain list. We buy, sell or exchange. Largest stock in the Midwest. All machines sold on a money-back guarantee. We carry a complete line of all types of equipment and we always have real bargains. MARION COMPANY, Wichita, Kansas. (12-39)

## PROPHYLACTIC

Fifty nearly new twenty-five cent Advance. Some in original cartons. Build a permanent income. Five fifty each. 1322 Lee, Long Beach, California. (SON-P)

## PACES RACES

and Track Times. I buy and pay spot cash. I also sell Paces Races and Track Times. What do you want? For sale: Paper Rolls, Brakes and other parts. Write to CHARLES PITTLE AND COMPANY, New Bedford, Mass. (SS-C)

## ONLY \$99.00

For the Luxury, Marbelite Counter Model, the best Counter Model buy in America with nickel, dime and quarter slots and built-in twelve inch dynamic speaker. For \$59.00 and your twelve record Rock-Ola, we will convert it into the new Marble

# BARGAINS

## IN FREE PLAY GAMES

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Bally Paramount .....	22.50
Bally 5th Inning .....	45.00
Bally Arrowhead .....	44.50
Bally Eureka .....	59.50
Exhibit Contact .....	51.50
Exhibit Skyrocket .....	47.50
Exhibit Bounty .....	29.50
Exhibit Chief .....	39.50
Stoner Chubbie .....	44.50
Chicago Coin Majors .....	49.50
Chicago Coin Topper .....	54.50
Genco Circus .....	39.50
Genco Stop & Go .....	44.50
Genco Rink .....	39.50
Genco Airport .....	57.50
Genco Ragtime .....	27.50
Daval Side Kick .....	27.50
Keeney Free Races .....	27.50
Keeney Multi Free Races .....	32.50

TERMS: 1/3 deposit with order, balance C. O. D. Write for sensational new Tipster Bulletin—just off the press! Thousands of games to choose from: Slots, Payouts, Free Games, Counter Games, Phonographs, Consoles.

## Monarch Coin Machine Co.

1731 BELMONT AVE.

CHICAGO, ILL.

Luxury Job. EAST COAST PHONOGRAPH DISTRIBUTORS, INC., 625 Tenth Avenue at 45th Street, New York City. (JAS-P)

## SELECTIVE 5¢ CANDY BAR MACHINES

Reconditioned DuGrenier, Selecteria, "U-Select-It", all types, all sizes at bargain prices. Also Northwestern Penny Merchandisers with slug ejectors, \$5.50. ADAIR COMPANY, 733 So. Euclid Ave., Oak Park, Illinois. (S-P)

## FOR SALE

500 1¢ Snacks Three Compartment Vendors, like new, equipped with latest adjuster for merchandise compartment, \$11.95 each; 25 or more, \$10.95 each. BUREL & COMPANY, INC., 679 Orleans, Chicago, Illinois. (SON-P)

## SPOT CASH FOR USED GAMES

Want 200 novelty free play Games; also Westerns and Rock-Ola Baseballs. State lowest price, condition. MASSENGILL MFG., Kingston, N. C. (ASO-P)

## NEW AND RECONDITIONED

Vending Machines and supplies. Send for latest low price list. RAKE, 7 South 22nd Street, Philadelphia, Pa. (AS-C)

## FOR SALE

10 Automatic Popcorn Vendors, good condition, white finish, \$20.00 each. MRS. A. H. STARK, 809 North Orange Grove, Hollywood. (S-P)

## WANTED

Mechanic. Must be first-class pin table and music man. Box 290, THE REVIEW, 1113 Venice Blvd., Los Angeles, Cal. (S-C)

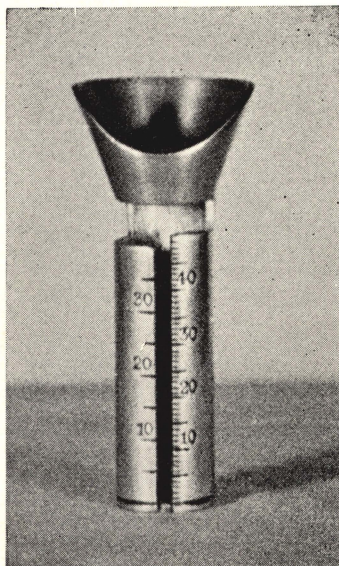
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Here's a counter that you can use on both pennies and nickels. The figures can't wear off and the slot enables you to see every coin or slug. This is the ORIGINAL one piece cast ALUMINUM counter. Don't confuse it with imitations. Equip your route men with the best; it pays in the long run. PRICE: \$1.50 postpaid. Cash with order — stamps accepted.

Do you have "Key Troubles"? You can end them by using

## VIKING'S

### "EASY"

## KEY RINGS

A FEW CENTS  
WILL BRING YOU  
KEY COMFORT

SEND IN  
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TO-DAY

Manufactured Exclusively by Us and for the Operator

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

- No. 1-E (will hold up to 30 keys)—10c each, Postpaid
- No. 5-R (will hold up to 100 keys)—35c each, Postpaid
- No. 10-R (will hold up to 150 keys)—50c each, Postpaid

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FULL SATISFACTION ABSOLUTELY GUARANTEED

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Labels like these, gummed on face, only 15c dozen

VIKING SPECIALTY CO.  
530 Golden Gate Ave.  
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\$1000 Fine or 5 Years' Imprisonment is the penalty for using slugs or any substitutes for money in this machine.

—Sec. 5462, Revised Statutes of U. S.  
—Sec. 282, Title 18, U. S. Code Annotated



Ball Gum

\$6.00 per carton of 5000 gum balls  
Free delivery on orders of two cartons.

Full Payment With Order

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For Vending Machine Operators

Send 3c Stamp  
For Sample  
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"MECHANICAL FINGER TOOL" for arranging Charms in Vendors  
75c cash with order — postpaid

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TUBULAR OR FLAT—\$1.00 per Thousand, Postpaid Anywhere (Write for Quantity Price)

Viking Coin Wrappers are now made in colors. Pennies red, nickels blue, dimes green, quarters orange, etc. These new Viking Coin Wrappers are made of the best genuine Kraft paper and are guaranteed to be unsurpassed in quality. Samples gladly submitted on receipt of 3c stamp.

## Collection Books

50 duplicate reports and carbon paper to each book 7c Each, Postpaid (less than ten—10c each)

ROASTED  
SALTED  
ALMONDS  
grown in California

**40¢**  
per pound

in 30 lb. cartons  
Full Payment With  
Order, Please

# C H A R M S

Try our new "SUPER" Charm Pack — extra fancy charms, 288 of them, all different and high grade. Send \$2.50 for sample pack; we pay the postage.

AMERICAN MADE Charms 80 cents per gross, postpaid. Charm Bracelets in capsules, \$5.00 per 100, postpaid.

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The quest for treasure—that's the appeal of Davy Jones—two exciting and thrilling ways to win — (1) all lights out, (2) hitting treasure bumper — after either, odds build up fast and furious.

## *And How's This for Beauty and Animation*

Beautiful illustrated back panel depicts deep sea diver prying open sunken treasure chest — "Pop" a winner — and treasure chest is opened with wealth and fortune streaming out.

## *Two Games in One*

Remember when you're operating Davy Jones — you're really operating two games in one — In less than 30 seconds Davy Jones can be converted from novelty to free play or free play to novelty. A tremendous saving in time, equipment and money.



*Everyone of your locations can be a treasure spot with Davy Jones.*

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